BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

B 1943
DE RO

MILLION

IN 13 YEARS

A MILLION A YEAR—for thirteen successive years. Again in 1942, listeners sent WLS 1,172,220 letters, making it 13 million letters in 13 years—13,882,685 to be exact! Yes, another year—another million letters at WLS! That's a lot of mail, representing a lot of listening . . . by listeners loyal and responsive to WLS programs and to the advertisers who present them. You, too, can be one of the lucky advertisers sharing this confidence. Just ask the John Blair man.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

KLZ — *"The Friendly Station"*

● That's more than a slogan . . . it's a reputation. That's the way listeners have felt about and talked about KLZ for years. And KLZ has adopted the phrase, "The Friendly Station", because it regards this public expression both as a compliment and a challenge.

Since broadcasting its first commercial program 23 years ago, KLZ has managed to remain "one of the folks", nor without sacrificing either its own dignity or that of its listeners. Through all these years, KLZ has maintained a keen interest in the thoughts, activities, and problems of the people it serves, rubbing shoulders with them at every opportunity, on their farms, in all their civic, educational, religious activities.

KLZ speaks to its listeners as a friend, is regarded as a friend by its listeners. Isn't that the way you want your selling message put over . . . just between friends?

Denver

Columbia
Network
560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

When It's Groundhog Day Down South

● Around Feb. 2 people down South begin to feel the urge of Spring—and advertising hits its high months of the year. It's time to spring those spring schedules down this way!

To cover Middle Tennessee, the rich Nashville market, you need only one medium—WSIX, "the voice of Nashville". Get the facts and figures here before you make out ANY schedule pertaining to this part of the country.

Member Station, The Blue Network and Mutual Broadcasting System

Spot Sales, Inc., National Representatives

5000
WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980
KILOCYCLES

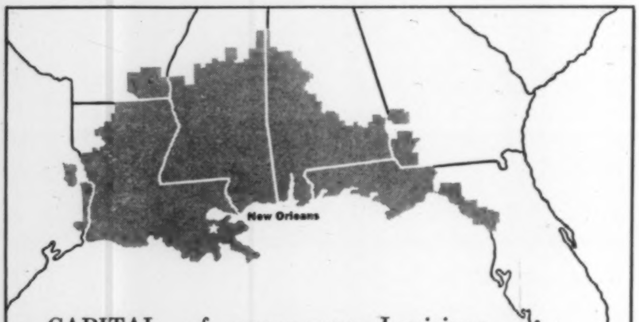
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The Skyscraper Capitol

at Baton Rouge, Louisiana

IS IN WWL-LAND

and so are 10,000,000 Customers from 5 States



CAPITAL of prosperous Louisiana, Baton Rouge is right in the heart of 59,508 square miles of WWL-land.

THIS GREAT Deep South Market is dominated by just one station—50,000 watt, clear channel WWL—five times more powerful than any station for hundreds of miles.

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • NO. 5 FEBRUARY 1, 194

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

PS-ST! WANT TO BUY AN EXTRA CUP OF COFFEE?

You'll have better luck buying spots on KFAB. We're rationing *some* of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

"They awaken the sponsor to the realization of the commercial value of good music properly presented." If you are an ASCAP-licensed station, and you are not taking fullest advantage of these sales-worthy programs, write or wire at once. They are without cost to you.

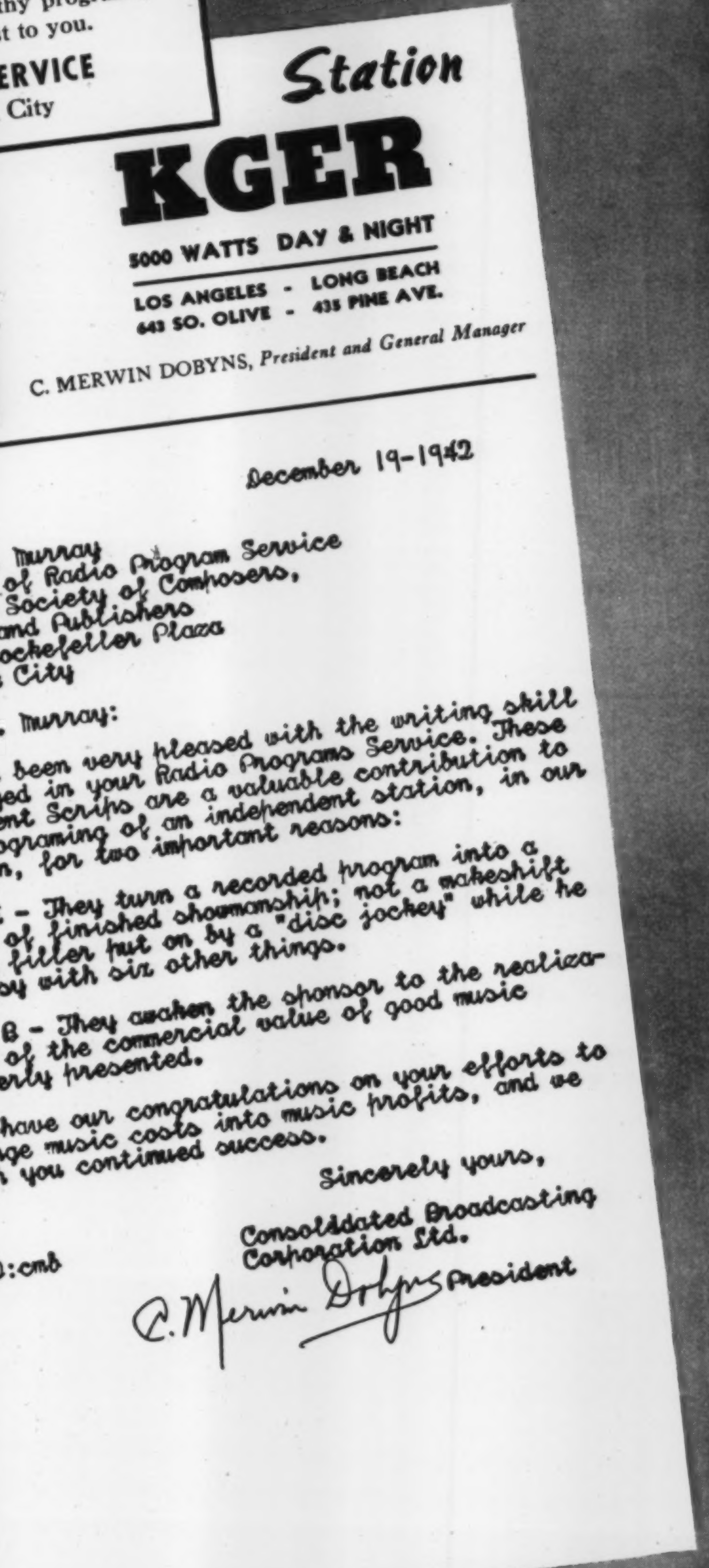
ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

KGER's New RCA 5E 5,000 Watts.
Southern California's Most Strategically Located Transmitter in the Heart of Los Angeles County.

STUDIO A, Los Angeles studios, incorporates every latest feature for perfect broadcasting.

"NEWS ON THE HOUR Every Hour"—16 newscasts per day at easily remembered times via Associated Press, Transradio Press and the KGER News Bureau.

$30,000 WURLITZER studio organ symbolizes the fine musical offerings enjoyed by the KGER audience.



Station
KGER
5000 WATTS DAY & NIGHT
LOS ANGELES - LONG BEACH
643 SO. OLIVE - 435 PINE AVE.
C. MERWIN DOBYNS, *President and General Manager*

December 19-1942

Robert L. Murray
Director of Radio Program Service
American Society of Composers,
Authors and Publishers
Thirty Rockefeller Plaza
New York City

Dear Mr. Murray:

We have been very pleased with the writing skill displayed in your Radio Programs Service. These excellent Scrips are a valuable contribution to the programing of an independent station, in our opinion, for two important reasons:

A - They turn a recorded program into a piece of finished showmanship; not a makeshift music filler put on by a "disc jockey" while he is busy with six other things.

B - They awaken the sponsor to the realization of the commercial value of good music properly presented.

You have our congratulations on your efforts to change music costs into music profits, and we wish you continued success.

Sincerely yours,

Consolidated Broadcasting
Corporation Ltd.

CMD:cmb

C. Merwin Dobyns President

IN 16 YEARS . . .

OVER 12 CENTURIES O

WASH.
Seattle
KOMO
Spokane
KHQ
IDA.
MONT.
ORE.
Portland
KGW
Helena
KPFA
Bozeman
KRBM
Medford
KMED
CAL.
Boise
KIDO
KTFI
Pocatello
UTAH
Salt Lake City
KDYL
San
Francisco
KPO
Fresno
KMJ
ARIZ.
N.M.
Honolulu
KGU
KFI
Phoenix
KTAR

SINCE THE birth of NBC—16 short, history-packed years ago—the total number of years that NBC-affiliated stations have broadcast to the people would, if laid end to end, reach back to 743 A.D.—the year in which another lusty infant was born—Charlemagne.

During these 1200 years of broadcasting, each of these NBC stations has earned the loyalty and confidence of the people of its community; has established itself as a progressive force of enlightenment, as well as a popular source of entertainment.

When war struck, NBC moved immediately to aid the government in every way possible and to maintain at the same time the high calibre of radio service the people have come to expect from NBC stations. It was upon this foundation that NBC established radio's first War Clinic in 1942.

Today, as NBC affiliates and network executives meet for their 1943 War Clinic, they have behind them a proud record of war-service achievements . . . before them the goal of even greater contributions to traditional American broadcasting and to the nation's successful prosecution of the war.

" *This* is t

BROADCASTING SERVICE

Fargo WDAY
Sioux Falls KELO
KSOO
Mankato KYSM
St. Cloud
Eau Claire WEAU
Omaha WOW
Des Moines WHO
Oklahoma City WKY
Little Rock KARK
San Antonio WOAI
Buffalo
Detroit WWJ
Toledo WSPD
Cleveland WTAM
Chicago WMAQ
Ft. Wayne WGL
Columbia WIS
Jacksonville WJAX

” is t ATIONAL BROADCASTING COMPANY . . .”

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

ROBERT E. BAUSMAN

BUSINESS MANAGER, WISH, INDIANAPOLIS

1927-32	The Richmond (Ind.) Palladium
1932-34	The Rockford (Ill.) Register-Republic
1934-35	The Dayton (Ohio) Daily News
1935-37	Business Manager, The Vincennes (Ind.) Sun Commercial
1937-41	Business Manager, Radio Station WIRE, Indianapolis
1941	Business Manager, Radio Station WISH, Indianapolis

"NEVER" wrote Robert E. Bausman in sending us his thumb-nail biography—"never have I seen a more vivid case of a country boy remaining a country boy"! . . . But Abe Lincoln was a country boy too, and modest as Bob Bausman is, he isn't fooling anybody about his business ability. Bob knows as much about human contacts as about radio contracts—and therefore has plenty of both!

Ever consider that radio stations, too, succeed by the quality of their *human contacts*—that the nature of these contacts determines the size, type and receptivity of their audiences? Well, how else do you explain the fact that no two stations ever consistently produce equal results—no matter how well-matched as to power, location, time-of-broadcast, etc.?

"Management makes the radio station" because it's *management* that sets the quality of its station's contacts, and hence sets the size, type and receptivity of your audience. The stations at the right are well-managed stations. They give you larger, better, more receptive audiences for every dollar. We'd like a chance to prove it to you, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373

NEW YORK: *247 Park Ave.* Plaza 5-4131

SAN FRANCISCO: *111 Sutter* Sutter 4353

HOLLYWOOD: *1512 N. Gordon* Gladstone 3949

ATLANTA: *322 Palmer B* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 5 WASHINGTON, D. C., FEBRUARY 1, 1943 $5.00 A YEAR—15c A COPY

Revised Manpower List Aids Radio

Ten New Critical Occupations Named

IMPORTANT manpower relief for radio results from a revised list of critical occupations within the communications services, including broadcasting, announced last Friday by National Selective Service headquarters. This represents an amended and final version of Occupational Bulletin No. 27, first issued in October [BROADCASTING, Oct. 19, 1942].

Ten new occupational titles have been added to the list which is dated Jan. 23 and is currently in the hands of draft boards throughout the country. These new "necessary occupations" include station manager; program director; news editor, managing editor, news, special events, or public affairs; traffic manager; radio broadcast technician (all around), and maintenance mechanic. (See complete list of critical occupations below).

New List More Liberal

The new list results from the efforts of an industry committee composed of Frank M. Russell, NBC Washington vice-president; Kenneth Yourd, CBS Washington counsel, and Howard Frazier, NAB director of engineering, who worked closely with representatives of the Board of War Communications, the FCC and the War Manpower Commission.

Far more liberal than the first, the revised list includes most of the key personnel essential to the operation of small stations. At the same time, industry leaders in Washington felt that it is more than adequate to care for the vital personnel of larger stations as well as networks.

Criteria for deferment under the new list remain the same. First, all occupations covered require a "reasonable degree of training, qualification or skill to perform the duties involved", the bulletin points out. Second, the list is intended to cover those occupations "which must be filled by persons capable of performing the duties involved" to insure efficient maintenance. Lastly, all occupations listed require "six months or more of training and preparation".

The bulletin advises draft boards to consider the following factors in the classification of registrants employed in broadcasting as well as in the other communications services:

"The training, qualification, or skill required for the proper discharge of the duties involved in his occupation; the training, qualification, or skill of the registrant to engage in his occupation; and the availability of persons with his qualifications or skill, or who can be trained to his qualification, to replace the registrant and the time in which such replacement can be made."

The list does not provide blanket deferments for occupational titles listed but is rather intended to serve draft boards with a guide to the key occupations.

It will be seen in the complete list below that the occupations in the broadcasting field are named specifically by reference to domestic or international broadcasting or both. Other occupations named are specifically labelled radio communications if not broadcasting.

Communications services covered are divided in seven sections: radio broadcasting, radio communications and television services; magazines of general circulation; production of motion pictures; protective signal systems; submarine cable services; telegraph services; telephone services.

Local Boards Autonomous

Specific titles in the list covering broadcasting include: director of operations, radio broadcasting; electrician (all-around); engineer, professional or technical; engineering draftsman, design; instructor, training program; maintenance mechanic; manager, employment or personnel; station manager; managing editor, news, special events or public affairs; news editor (domestic or international broadcasting); news editor-announcer (international broadcasting); program director; radio broadcast technician (all-around); rigger radio; television engineer; traffic manager and translator.

The development of the revised list is the final step in the definition of the industry's essentiality. In July, 1942, radio was included among the body of 34 industries essential to the war effort. In October last year the first list covering key occupations was issued. At that time it was pointed out in BROADCASTING that there was a strong likelihood of a revision.

The only remaining development in broadcasting's manpower picture will come in two or three weeks when a detailed "dictionary" breakdown of the new list will be issued by the WMC to its local offices to aid draft boards.

Local boards remain autonomous in their decisions. Furthermore a local Selective Service spokesman warned that forms known as 42-A as last amended Sept. 15, 1942 must be filed for all men in the broadcasting industry considered essential by their employers, even though their job titles are contained in the revised list.

List of Critical Occupations for Communications . . .

FOLLOWING is the list of "critical occupations" contained in Selective Service Occupational Bulletin No. 27 (Amended Jan. 23), pertaining to radio broadcasting; radio communications (radio-telephone and radiotelegraph) and television services:

Radio Broadcasting; Radio Communications (Radiotelephone and Radiotelegraph); and Television Services.

Director of Operations, Radio Broadcasting (Domestic or International). (This title includes those persons who are in charge directly, or through subordinates, of the activities of the various operating departments of a network. It also includes assistants who are directly responsible to the director of operations for the efficient functioning of the various operating departments of a network. It does not include any directors or assistants concerned with sales, promotional, legal, tax, clerical and other non-operating aspects of a network.)

Dispatcher, Radio Communications.

Electrician (All Around.)

Engineer, Professional or Technical. (This title covers persons who are actually engaged as engineers in the operating or research phases of this activity regardless of educational background.)

Engineering Draftsman, Design.

Foreman, Radio Communications (Installation and Repair).

Inspector, Radio Communications Equipment.

Installer, Radio Communications Equipment.

Instructor, Training Program (Radio Communications). (This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.)

Instrument Maker (All Around).

Machinist (All Around).

Maintenance Mechanic (Domestic or International Broadcasting, and Radio Communications).

Manager, Employment or Personnel.

Manager or Superintendent, Radio Communications System or Station. (This title covers those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications industry. This title covers, also, assistants who are directly responsible to such managers for the efficient functioning of the various technical and operating departments. It does not cover managers or their assistants concerned with promotional, sales, legal, clerical, tax rate structure, or other segments of a nonoperating character.)

Managing Editor, News, Special Events or Public Affairs (Domestic or International Broadcasting).

Mechanician, Radio Communication Equipment.

News Editor (Domestic or International Broadcasting).

News Editor-Announcer (International Broadcasting).

Plant Maintenance and Operations Supervisor (Radio Communications).

Program Director (Domestic or International Broadcasting).

Radio Broadcast Technician (All Around) (Domestic or International Broadcasting).

Radio Communications Technician (All Around).

Radio Telegrapher (This title covers radiotelegrapher of both stationary and mobile radio services.)

Radiophoto Operator.

Rigger Radio (Radio Communications and International Broadcasting.)

Station Manager (Domestic or International Broadcasting).

Storekeeper, Chief (Radio Communications) .

Television Engineer.

Traffic Manager (Domestic or International Broadcasting).

Traffic Supervisor (Radio Communications).

Translator (International Broadcasting, Shortwave Monitoring Services, or radio communications).

WJWC Operation To Be Suspended

Chicago Station Blames Loss Of Revenue Due to War

WJWC, Chicago, using 5,000 watts on 1520 kc, and operated by John W. Clarke, Chicago investment broker, last week notified the FCC it was surrendering its license and will discontinue operation within the next few days. Marshall Field 3d, owner of the *Chicago Sun*, is a minority stockholder in the station.

The entire physical facilities and transmission equipment of the station have been offered to the Government by Mr. Clarke. The employees were notified of the dissolution last Thursday by William R. Cline, general manager.

Losing Money

In a letter to FCC Chairman James L. Fly, Mr. Clarke stated that the operation was losing money and that wartime conditions made the development of wider coverage impossible.

"We have discussed the problem of carrying on in the face of constant and regular operating losses. We have considered our possible duty of continuing the service, regardless of cost. While the public of Chicago is not now receiving the type and kind of service which we intended to give that public, we have reached the conclusion that the service now received by the public from other existing facilities will be adequate under present conditions. . . ."

Liquidation of WJWC closes a chapter in Chicago radio started just one year ago with Mr. Clarke, Mr. Field, Dr. George F. Courrier, minister of Elgin, Ill., and original owner of the station and Doris Keane, formerly vice-president and general manager, as the principals. Last January Mr. Field acquired 30% interest in the station (then operating with the call letters, WHIP) for $50,000, and Mr. Clarke, a 15% interest for $25,000. Mr. Clarke last May purchased 26% of the stock from Mr. Field and 10% of the stock from Dr. Courrier, obtaining 51% or control of the station.

The Hammond-Calumet Broadcasting Corp., licensee of the station, will be kept alive according to Mr. Clarke, who wrote Chairman Fly "we hope when the time is propitious to again ask the permission of the FCC to be the grantee of a license and re-enter the service of the public in our area."

The present stock alignment of the corporation is: Mr. Clarke, 51%; Dr. Courrier, 41%; Doris Keane, 4% and Mr. Field 4%.

Outstanding debenture bonds of the licensee corporation in the principal sum of $150,000, issued for station expansion last June, are held by Mr. Field and Mr. Clarke in the amount of $75,000 each.

Mrs. Mullane Bares the Consequences

DELUGE of pennies was the result of a Staten Island housewife's wrong answer to a question asked her by Ralph Edwards (above) on the Jan. 23 *Truth or Consequences*, sponsored by Procter & Gamble Co., Cincinnati, on NBC.

Mrs. Dennis Mullane was asked, "How many kings of England possessed the name of Henry" and when she mistakenly guessed five, Edwards suggested as her "consequences" that listeners send her one-cent contributions to buy War Bonds for her son Harold, a 17-year-old Marine.

Mrs. Mullane had received 200,000 letters by last Wednesday with no let-up in sight. Although NBC has sent to her house a staff of 15 persons to help her open the mail and count the cash—the average seems to run 3 to 4 cents per letter—it doesn't look as though the official total, either of individual letters or amount collected, could possibly be added up for another week or so.

Besides the letters, packages by the score have been arriving. Post office regulations provide that they must be delivered to Mrs. Mullane's home in West Brighton, Staten Island, N. Y., so huge mail trucks, filled with packages containing gifts for her son, roll up to her door. One radio listener sent a bank with 304 pennies; another sent 186 coppers and a grandmother of 13 children sent a penny for each grandchild. Some letters contained quarters, half dollars and currency.

A&P STORES PLAN CBS FOOD SERIE

GREAT ATLANTIC & Pacific Te Co., New York (retail grocers), o Feb. 17 begins a twice-weekly program at 11 a.m. on 32 CBS stations as far west as Kansas City, are most intensively covered by A&P retail outlets. The quarter-hour series, to be heard Wednesdays and Fridays, will be based on food talks by a CBS newsman, as yet unselected, and advice to housewives on how to buy food by a woman commentator.

Material will be made up in Washington with all food reports given as seen from the nation's capital. Guest stars will appear and occasional remote pickups from commissaries of Army camps are planned. Agency is Paris & Peart New York.

Knight on Leave

VICK KNIGHT, executive radio producer of Biow Co. in the agency's Hollywood office, is on a two weeks' leave of absence because of illness, according to Milton H. Biow, president of the agency. Bernard Prockter, Biow radio director in the New York office, is now in Hollywood to handle Mr. Knight's duties until his return. Although it has been rumored that Mr. Knight had handed in his resignation, no confirmation could be obtained from Mr. Biow.

Kaltenborn Tour

H. V. KALTENBORN, NBC news analyst, leaves Feb. 19 when the commentator sets out on a flying trip to Latin America to study conditions there. He will visit Cuba, Puerto Rico, Brazil, Trinidad, Panama and Mexico in a three-week tour, returning to New York for his March 15 broadcast on NBC. He will also make periodic broadcasts from Mexico City during the trip, but his regular five-weekly 7:45 p.m. news spot will be filled by a substitute program.

750 kw. Authorized for WLW Adjunct at Request of OWI

EVEN THOUGH the FCC ordered termination of the 500,000-watt operation of WLW's developmental transmitter effective the first of the year, that transmitter, using the call letters W8XO, has been authorized to continue operation with power up to 750,000 watts for experimental purposes. The plant—highest powered in the continent and probably in the world—is earmarked for psychological warfare service at points unknown sometime in the future.

At the request of OWI, it was learned last week, the WLW transmitter was authorized by the FCC to continue engineering tests with peak power, which probably will reach 750,000 watts. In the near future, it is thought, the transmitter will be sent abroad as part of the psychological warfare effort, probably to be used for longwave, rather than international shortwave broadcasting. If it is used for shortwave, the transmitter may be split up into several 250,000 watt units.

Litigation Pending

After the FCC denied the application of the WLW adjunct for authority to experiment with 750,000 watts during early morning hours and had terminated its authorization to operate with 500,000 watts during the early morning, Crosley Corp., licensee, appealed last month to the Court of Appeals. That litigation now is pending.

The new authorization, presumably for the purpose of getting the "bugs" out of 750,000-watt operation preparatory to war shipment, was said to have no bearing whatever on the Commission's denial of the formal applications. It was regarded entirely as a matter having to do with the war effort. The station continues to use the developmental call letters W8XO, rather than a new set of call letters which might have been assigned for the experimental operation.

It was pointed out that the tests are purely of an engineering or technical character, and have no bearing on program operations. Crosley engineers were instructed to report the results, so that coverage and related data on peak power performance could be ascertained.

Operation with 750,000 watts, according to engineering opinion, would constitute the highest power used for broadcast transmissions. While power of that order is reported to have been used in Europe—notably Russia—engineers point out that different methods of measurement are employed. In this country power is rated off the antenna, rather than input.

FCC Ripper Bill Revived in House

Old Sanders Measure Reintroduced by Holmes

REVIVAL of the Sanders Bill, to reorganize the FCC and spell out many of its functions, with the possibility of legislative action at the current session, was seen last week with the reintroduction of the measure by Rep. Pehr G. Holmes (R-Mass.) in the House.

The new bill (HR-1490) was offered last Monday and promptly was referred to the House Interstate & Foreign Commerce Committee, which held hearings on the original measure last session. With completion of the organization of the committee for the new term, it was indicated that Chairman Lea (D-Cal.) shortly would appoint a subcommittee to study the voluminous testimony and perhaps draft a new committee bill.

Action Significant

It was indicated in Chairman Lea's behalf that he had no concrete plan of action and that the first step was the naming of a subcommittee—probably of five or seven—to evaluate the evidence and make recommendations on revision of the new bill or drafting of a committee bill. Chairman Lea himself, it was thought, probably would undertake the chairmanship of the subcommittee.

The action last week was regarded as significant, in the light of the overwhelming vote of the House on the Cox Resolution (HRes-21) for a far-reaching inquiry into the FCC and the stewardship of its personnel [BROADCASTING, Jan. 25]. Just prior to that action, question was raised on the House floor regarding a full-scale industry inquiry and broadening of the scope of the Cox Resolution. This was met with the observation by Interstate Commerce Committee members that they had already conducted the inquiry, having heard representatives of the industry and of the FCC, pro and con, on the original Sanders Bill. The FCC opposed the Sanders measure in the form it was introduced, while the NAB gave it full support.

JUST BACK from Australia, where he served as MBS correspondent, Frank J. Cuhel (left) was tendered a luncheon Jan. 15. Miller McClintock, recently installed MBS president, is greeting Mr. Cuhel.

Keen observers thought that the outcome of the Cox inquiry would have a bearing on legislative action at this session. If that inquiry, slated to get under way about mid-March, according to its chairman, Rep. Cox (D-Ga.), supports the contentions of members of Congress that the FCC has not functioned pursuant to the statute, and that there are loopholes in the law, then it was felt that speedy legislative action might be taken.

Cox Committee at Work

Some question was raised whether Congress would be disposed to effect a revamping of the Commission through "ripper" or reorganization legislation during the war. In that connection it was thought that if no immediate need was found for a reorganization as a result of the Cox hearing and of the subcommittee's consideration, a proposed law might be drafted to become effective after the war is won.

Rep. Jared Y. Sanders (D-La.), author of the original measure in the House last session, was defeated in the elections last November. The Committee, when the session closed, had concluded hearings on his bill, however, and a subcommittee was to have been appointed. Subsequent defeat of Rep. Sanders, plus the status of emergency war legislation, however, resulted in the decision to withhold that action until the new Congress and the designation of new committee personnel.

Appeals Liberalized

Meanwhile, Rep. Cox plunged into the task of organizing for the FCC inquiry. His five-man select committee met last Tuesday for discussion of preliminaries and consideration of appropriations, as well as a committee staff. No announcement was made following the meeting, though Rep. Cox indicated that selection of chief counsel and chief investigator might be made shortly.

It was indicated a fund of $60,000 will be sought to get the inquiry under way, probably by mid-March. Members of this committee, in addition to Chairman Cox, who loosed a vitriolic attack on FCC Chairman James Lawrence Fly in jamming through his inquiry resolution, are Hart, N. J., and Magnuson, Wash., Democrats; and Wigglesworth, Mass., and Miller, Mo., Republicans.

The Holmes Bill, like the Sanders Bill, provides for two separate autonomous FCC divisions — one of public communications and the other of private communications. The Commission would continue to have seven members, but three members each would be appointed to a particular division with the chairman to serve as executive officer, with no regular duties on either division.

The division of public communications would have jurisdiction over all broadcast and related matters, and that of private communications over services in the common carrier field. Each division would have its own chairman, with the chairman of the full commission to serve on a division only when there is a vacancy.

Clearly delineated in the bill would be provisions for hearing

(*Continued on page 51*)

SEP Plans Drive

CURTIS PUBLISHING Co., Philadelphia, has appointed MacFarland, Aveyard & Co., Chicago, to handle promotion on the *Saturday Evening Post*. Campaign of spot announcements on an extensive list of stations to start Feb. 16 is planned.

Bank Group Adds

SAVINGS BANKS of New York State, continuing their statewide campaign to promote thrift and savings during 1943, will complement an intensive newspaper drive with three to six announcements weekly on 10 women's participation programs in nine New York cities. Special promotion augments the newspaper and radio advertising through distribution to war plants of a special booklet *Spend, Sucker, Spend*, and a film titled "Your Dollars — In Uniform". Agency is Ruthrauff & Ryan, New York.

Grove Extends

GROVE LABS., St. Louis (Bromo-Quinine, Daily Vitamins) has extended its schedules three to four weeks on over 100 stations currently carrying announcements and programs. Commitments were to expire February. Simultaneously, company has intensified schedules on most of the stations with copy emphasis placed on Daily Vitamins. Russel M. Seeds Co., Chicago, is agency.

Cox House Committee Asks $60,000 For Probe of FCC

AN INITIAL fund of $60,000 to launch its investigation into the FCC will be sought by the five-man select committee authorized by the House to conduct the inquiry, Rep. E. E. Cox (D-Ga.), chairman, announced last Wednesday following the committee's organization meeting.

Approval of the budget is seen without serious opposition, in view of the overwhelming vote of the House Jan. 19 in support of the Cox resolution, with only two discernible dissents. The budget request will go to the House Accounts Committee prior to floor action—probably this week.

The committee, according to Chairman Cox, will appoint its staff of attorneys and investigators as soon as funds are available, preparatory to launching the public hearings, now scheduled to get under way about mid-March.

Selection of counsel will be one of the first actions of the committee, Chairman Cox said, with the likelihood that one or more appointments will be announced during the next fortnight. A number of names are under consideration for the key post of chief counsel, he asserted.

Questioned regarding suggestions that the inquiry, aimed at purported "bureaucracy" and "Communism" on the FCC, be broadened to encompass the whole industry, Judge Cox said the committee proposes at this time only to carry out the mandate of the House, which covers an investigation of the FCC and the stewardship of its executives and personnel. Chairman James Lawrence Fly has been Judge Cox's principal target, though he indicated the investigation would go into all phases of FCC operation since its creation in 1934.

There is no present plan, Judge Cox said, to open up the inquiry into a general industry investigation. The committee's findings, however, will be with a view to remedial legislation, he said. The House Interstate & Foreign Commerce Committee is charged with the origination of radio legislation and now has before it the modified Sanders bill, reintroduced last week by Rep. Holmes (R-Mass.).

At its organization meeting last Tuesday, Judge Cox declared, his five-man committee discussed generally the preliminary plans for the inquiry. He indicated frequent meetings would be held in connection with selection of personnel and in preparing material for the opening of the inquiry. It is likely that all members of the FCC, plus department heads, will be called during the earlier stages of the inquiry.

That the probe will go beyond routine FCC activities was made clear by Judge Cox. He said attention will be given its war activities and relationship with the Board of War Communications, also headed by Chairman Fly. Effect of BWC's operations upon Army and Navy communications will be studied, based on data in committee hands.

Rep. Voorhis (D-Cal.) on Jan. 22 praised the FCC for its AT&T rate cut [BROADCASTING, Jan. 25]. He said the saving was many times the FCC appropriation for all activities.

XUM

IRE Meetings Get Reports on War Work

Regional Sessions Linked by Radio For Fly Talk

USING radio to conserve transportation, the Institute of Radio Engineers last Thursday held simultaneous conferences in New York, Washington, Boston, Detroit, Montreal, Toronto, Cincinnati, St. Louis, Kansas City, Portland, Ore., and San Francisco, with the main address of the evening, that of James Lawrence Fly, FCC Chairman, from Washington, brought to all 11 conferneces, as well as to thousands of other IRE members in their homes, through a CBS broadcast, 10:30-10:45 p.m.

This broadcast and the local meetings replaced the usual three-day mid-winter convention in New York. Broadcast also brought a message from the new IRE president, Dr. Lynde P. Wheeler, chief of technical information division, FCC, who was introduced by the past president, Arthur F. Von Dyck, director of RCA license laboratories.

Chairman Fly's address, delivered from the Washington section's banquet in the Willard Hotel before high ranking military communications officers, civilian production officials and research engineers, praised the job radio engineers are doing to win the war, but urged that "the rate of engineering progress must be maintained".

Speed Needed

"The engineering marvel of January may be the obsolete technique of December," Mr. Fly warned. "The enemy, too, has skilled engineers and must not be underrated.

"If American forces are to advance with superior communications equipment, the rate of engineering progress must be maintained and indeed accelerated. If the enemy engineers are good, our own are and must be even better."

The FCC-BWC chairman told the IRE that the merits of radio's job so far in the war warranted some satisfaction. He reviewed the achievements in converting the industry and congratulated the engineers on "the completeness, efficiency and smoothness with which you have done the job."

Mr. Fly paid tribute to the eagerness with which the engineers faced inventing, designing and manufacturing jobs "seemingly impossible, and as demanding in ingenuity and hard work". He described the new electronics tools needed by the military and said: "After such equipment has been invented and designed, it must be manufactured. It's one thing to invent a new radio circuit or design a new piece of apparatus; it's something else again to put that apparatus into mass production, with a minimum of delay and a maximum saving of scarce raw materials."

Preceding this nationwide broadcast, the New York meeting heard an address by Sir Noel Ashbridge, chief engineer of the BBC, shortwaved from London, also through the cooperation of CBS. Describing the technical difficulties of operation during enemy bombings and air raid alarms, when stations must be taken off the air promptly to prevent their use by enemy aircraft as electrical landmarks, and the repair of bomb damage to stations and to lines, he said that in spite of some close misses the service has never lost a minute at a time when it was vital that it be on the air with information essential to public welfare.

Rapid Expansion

Technical session in Washington Thursday afternoon was devoted to a study of radio's war work on both military and civilian war fronts, with speeches by Frank H. McIntosh, WPB Radio Division civilian radio chief; Brig. Gen. Frank E. Stoner, director of Army Communications; Capt. Carl F. Holden, director of Naval Communications; Roy C. Corderman, OWI Bureau of Communications Facilities.

Mr. McIntosh's speech reviewed WPB's job in directing the production of the vastly expanded electronics industry. "Before the war," he said, "we never dreamed the radio business would be expanded to the extent it is today. A month's production in 1943 will amount to more than the entire output of 1941."

'In vacuum tubes, the contrast is even more marked. At the pre-war rate, a century of production would have been required to meet our needs in 1943. Engineers have developed machinery for producing tubes so that some that formerly were made at a rate of 21 a week, are now turned out by the thousands in the same period.

Mr. McIntosh said the program for transmitters and electronic equipment would be $4,000,000,000 this year, four times the figure of 1942. He expressed confidence this would be met, or that "if we don't approach it, we'll come darned close."

Gen. Stoner described the operation of the Army communications system, a worldwide setup maintained by the Signal Corp. Although his description was seriously hampered by military secrecy, he was able to give a picture of the Signal Corps work. "If you want to guess the number of radio stations we maintain," Gen. Stoner said, "take any number, multiply it by five, and chances are you'll still be only about 25% right."

Types of Equipment

The Signal Corps uses 4,500 types of communication equipment, Gen. Stoner said, and since this is a communications war, the Army depends on radio. "Communications have to keep up with the troops," he explained, "so our Army requires equipment that is sturdy, that can be thrown in the water, and meet the thousands of knocks it will get."

A call for engineers to rush their ideas into production instead of seeking scientific perfection was voiced by Capt. Holden, whose speech was read by Com. G. B. Myers of his staff, after the Naval communications director had been disabled by a cold.

"When you're on Guadalcan and you have no equipment, i doesn't do you a bit of good t have a lot on order," the messag said. "You are better off with som thing that works a little bit, th nothing at all."

Capt. Holden asked that produc tion engineers and design engineer work together from the momen a new idea is born, so problems o manufacturing may be eliminate and the idea rushed into use.

Capt. Holden asked for lighte equipment, for new testing machinery, for standardization of parts and finally for "a Henry Kaise or Willow Run of radio and electronics manufacturing." He predicted that such development would later react to the benefit o commercial radio.

Last talk of the afternoon was b Mr. Corderman, who reviewed th U. S. efforts in overseas broadcast outlining OWI's program for 22 new shortwave transmitters. The firs of these will be delivered late i February, he said, and the last early next year.

Production of the transmitter has been so scheduled to avoid interference with military needs, h explained. He pointed out that i 1942, the Germans, despite thei general production pinch, wer building 12 or more 200,000 wat transmitters.

New officers of the Washingto section, installed at the evenin banquet before Chairman Fly spoke are: Clyde M. Hunt, chairman; J D. Wallace, vice chairman, an H. A. Burroughs, secretary-treasurer. Capt. E. M. Webster, Coas Guard, retiring chairman, introduced the new officers.

Chief speaker of the New Yor evening meeting, which was a join session of the IRE with the American Institute of Electrical Engineers, was Dr. George C. Southworth of Bell Telephone Laboratories. Speaking on the subjec "Beyond the Ultra Shorts", h visualized the use of microwaves—with frequencies above a billion cycles a second—for both television and general communication With high directivity, following th line of sight and so not interfering wth signals beyond their useful range, these waves may be conducted from generator to antenna through wave guide tubes instead of in wires or coaxial cables, h said.

After a technical session in th morning, the afternoon meeting opened with the induction of th new president, followed by th award of the institute's medal o honor to William Wilson, recently retired after 28 years with the Bell System, for "his achievements in the development of modern electronics, including its application to radio-telephony, and for his contributions to the welfare and work of the institute."

Remainder of the afternoon meet-

(*Continued on page 40*)

RADIO CONVENTION of 11 IRE Sections was addressed Jan. 28 by FCC-BWC Chairman James Lawrence Fly, from the Washington Section's banquet in the Hotel Willard. With Mr. Fly is Clyde M. Hunt, chief engineer of WJSV, Washington, new chairman of IRE Washington Section.

McINTOSH EXPLAINS CIVILIAN PARTS PLAN

PREDICTION that WPB will be able to meet skeleton requirements of nonmilitary radio for vacuum tubes and replacement parts, was voiced at the IRE Washington Section's meeting last Thursday by Frank H. McIntosh, chief of the Domestic and Foreign Radio Branch of WPB's Radio & Radar Division.

Explaining that long runs of the same item are necessary for efficient production, Mr. McIntosh outlined briefly the program for a standardized production of "Victory Models" that will meet the needs of 90% of the nation's radio receivers.

The WPB spokesman said scheduling of civilian production would be handled so it would not interfere with military needs, but would make more efficient use of existing facilities.

Victory Models had been adopted, Mr. McIntosh said, after a study by WPB. To achieve long runs. The program called for a review of designs, simplification of equipment, and standardization of components.

Support for standardization programs like Mr. McIntosh proposed was expressed in the speech read to the meeting for Capt. Carl F. Holden, Director of Naval Communications, who declared that "we are now able to achieve standardization under pressure of war, which could never have been achieved otherwise. After the war, the industry will never regret this."

PLUS NO. 3 —
WHO
IS IOWA'S
MOST
POPULAR
STATION!

● Thanks to annual Iowa Radio Audience Survey, question of comparative radio-station popularity in Iowa is a matter of established record.

During every one of five years in which this authoritative Summers-Whan poll has been taken, WHO has been overwhelmingly voted the "listened-to-most" station in Iowa. In March, 1942, radio families from every Iowa county voted as follows:

STATIONS "LISTENED-TO-MOST" —DAYTIME

Station WHO . . . . by 55.7% of Iowa families

All other Iowa Commercial stations *combined* . . . . by 18.2% of Iowa families

STATIONS "LISTENED-TO-MOST" —NIGHTTIME

Station WHO . . . . by 60.4% of Iowa families

All other Iowa Commercial stations *combined* . . . . by 10.9% of Iowa families

This gives you some idea of WHO's popularity in Iowa — especially when you remember that, as indicated in 1941 Survey, *the "listened-to-most" station gets SIX hours of listeners' attention, to every ONE hour for No. 2 stations in this State (outside of large metropolitan centers.)*

That's Plus No. 3 for WHO. If you want the station that most people listen to most, we'll welcome you here at WHO! Write us for all other Plusses, or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Senate Probers May Recall Petrillo

Rosenbaum Offers Plan To Apportion Cost Of Records

PROSPECTS for recalling AFM President James C. Petrillo by the Senate Probe Committee, to check discrepancies in testimony previously given by himself and by Joseph A. Padway, AFM general counsel, and also to look into other AFM developments since the initial appearances last month, are seen by Chairman D. Worth Clark (D-Ida.) of the committee. Chairman Clark did not indicate when the hearings would be resumed, asserting the five-man committee was awaiting action of the AFM international board on the whole recording situation preparatory to evolving future plans.

Before the committee resumes its hearings, with testimony expected from opponents of the Petrillo position, an analysis will be made of the proposals for an armistice in the recording ban, or for its full settlement, to be drawn by the AFM board. Commitment to this end was made to the committee by Mr. Petrillo in his appearances Jan. 12-13.

Restores Remotes

There has been spirited activity on several fronts involving the music recording ban since the Senate hearings recessed. Withdrawal on Jan. 19 by Petrillo of remote name bands from both CBS and the BLUE, occasioned by the unwillingness of Hugh J. Brennen, owner of WJAS and KQV, Pittsburgh, to agree to a demand for an increased budget for musicians, caused considerable consternation. The remotes were restored, however, on Jan. 26.

Reports also were received that a controversy had developed in Louisville between the AFM local and both WINN, BLUE outlet, and WGRC, MBS affiliate, over increased union demands.

Meanwhile, significance was attached to the action last Monday (Jan. 25) of Federal Judge John P. Barnes in reserving decision on the AFM motion to dismiss the Department of Justice anti-trust suit against AFM. Whereas this jurist acted summarily last October in throwing the Government out of court, he withheld decision on the amended complaint of Assistant Attorney General Thurman Arnold, argued last Monday. The amended complaint posed the question whether a union could use "organized coercion to eliminate competing businesses" and mentioned particularly the plight of small stations dependent upon recordings.

Judge Barnes, in taking the case under advisement, said the new complaint made allegations that "gave me pause". He commented he thought he ought to review the case and that if he didn't "another court will". The original case, dismissed by Judge Barnes, already has been taken to the Supreme Court by the Department of Justice and awaits trial.

Yet another development, viewed with considerable significance, was a communication to all broadcasters last Tuesday by Samuel R. Rosenbaum, president of WFIL, Philadelphia, former chairman of Independent Radio Network Affiliates and one of the most active figures in the original negotiations with AFM in 1937-38. Mr. Rosenbaum steadfastly had opposed the all-out fight of the industry against Petrillo and AFM, holding that there was merit in the unemployment claim of Petrillo.

In his explanatory statement, Mr. Rosenbaum alluded to direct quotation from his original statement on the AFM situation at the Senate hearings. He said he wished to make it clear why he felt the official position of the industry has been "more anti-broadcasters than it was anti-Petrillo". Stating flatly that he thought radio was carrying too much of the AFM load, Mr. Rosenbaum said he proposed that all commercial users of records contribute a fair royalty to an employment fund to be operated under independent control. Credit against such a royalty obligation would necessarily be allowed any commercial user of records for the amount of expenditures he makes for the employment of live musicians.

The juke-box was cited particularly by Mr. Rosenbaum as a user who should be paying a portion of the AFM bill. Motion pictures, too, were drawn in. Whereas larger radio stations now pay approximately 5½% of their gross income for live musicians, he said that under the plan he proposed this expenditure might be reduced to 1% or 2% if other users paid royalties on an equitable basis.

Based on testimony adduced at the hearings, Mr. Rosenbaum estimated that approximately $150,000,000 represents the annual gross of juke-boxes. If a 4% royalty factor for his proposed employment fund were invoked, this would produce about $6,000,000 to operate a system "for the employment and encouragement of live musicians". At an average of $1,000 per annum for parttime employment, he said, this fund would provide work for some 5,800, while at an average of $2,000 for fulltime employment, it would provide livelihood for 2,900 skilled musicians.

Mr. Rosenbaum pointed out that amendments to the copyright laws would be necessary to make such royalties collectible. With such legislation, he said, an organization could be set up in which the union, the public and the industry could have adequate representation and confidence. He suggested that the

(*Continued on page 50*)

Federal Court Studies AFM Suit, Reopened in Chicago

AFTER HEARING oral arguments last Monday on the AFM motion to dismiss the anti-trust suit, reopened against the union by the Dept. of Justice in Federal District Court in Chicago, Judge John P. Barnes reserved his decision, and asked both Thurman Arnold, Asst. Attorney General, who appeared for the Government, and Joseph A. Padway, AFM counsel, to file briefs in support of their positions by Feb. 1 and reply briefs not later than Feb. 8.

New Developments

"Although I am content that my previous decision of Oct. 12 dismissing this suit covers the case in general I want to think over these new allegations brought by the Dept. of Justice", Judge Barnes told Mr. Padway, who had sought, in an hour-and-20-minute argument, to prove that the AFM recording ban involved a labor dispute and therefore the union was immune from any court action under the Norris-LaGuardia Act.

Mr. Arnold, in a 15-minute pleading, contended that no labor dispute was involved, that under the new complaint the AFM was charged with conspiracy to drive independent radio stations out of business. Mr. Arnold said further that certain developments since the Judge Barnes' Oct. 12 decision warranted that the motion to dismiss be denied and that the case be heard on its merits.

These developments, Mr. Arnold said, were: (1) the extension of the recording ban by James C. Petrillo, AFM president, to include transcriptions broadcast just once; (2) the Senate hearings investigating Petrillo and the AFM, and (3) the Supreme Court decision upholding the conviction of the American Medical Assn. for violation of the anti-trust laws.

When Mr. Padway told the court that the case will be eventually reviewed in the Supreme Court "so that we know where we stand", Judge Barnes leaned across the bench and said crisply: "I value my opinions as highly as anyone else's and if I feel that this case should be decided in this court, I will do so regardless of

(*Continued on page 50*)

REMOTES RESTORED TO CBS AND BLUE

REMOTE dance band pickups withdrawn from CBS and the BLUE [Broadcasting, Jan. 25] were restored last Tuesday by the American Federation of Musicians following settlement of differences between the AFM local in Pittsburgh and WJAS and KQV, CBS and BLUE outlets, respectively. Stations are owned by H. J. Brennen.

Local break occurred during negotiations for a new contract between the stations and the AFM local following expiration of the previous contract. Union asked for increased terms of employment for the staff men; stations countered with a request that the annual period of employment be shortened. In the absence of Mr. Brennen from Pittsburgh, negotiations broke down, following which the national union withdrew the remotes from the two networks.

Settlement represents a compromise, with the terms of the former contracts being continued for the time being. It was understood that this is only a temporary arrangement, with negotiations to be resumed in Pittsburgh in the spring following the return of Mr. Brennen from Miami.

Continental Continues

CONTINENTAL BAKING Co., New York, which started its 1943 spot campaign for Wonder Bread this month, has decided to continue the announcements on an average of about 15 per week throughout the year. Station list is not available, although it is understood to be a large one. Agency is Ted Bates Inc., New York.

Feenamint in Hawaii

WHITE LABS., New York (Feenamint), on a 39-week contract which started Jan. 21, is sponsoring a transcribed version of the weekly half-hour program *Double or Nothing* on KGMB Honolulu and KHBC Hilo. Firm sponsors the live series on MBS. Agency is William Esty & Co., New York.

BLACKOUT IN DENVER was described recently over KOA from a Civil Air Patrol plane. Loading shortwave equipment aboard the plane, preparatory to 20-minute blackout broadcast are (l to r): Maj. H. R. Smethills, commanding officer, Wing 83 CAP; Lt. J. R. Perkins, pilot; Capt. Robert H. Owen, assistant manager and engineer in charge, KOA, who is CAP wing communication officer.

WHEN YOU BUY WBAL

YOUR SALES GO UP

AGAIN IN 1943--ONE OF THE GREATEST RADIO STATION PROMOTION CAMPAIGNS OF ALL TIME--BUILDING MORE AND MORE LISTENERS FOR YOUR PROGRAMS...

WBAL

50,000 WATTS
BALTIMORE

ONE OF AMERICA'S
GREAT RADIO STATIONS

NBC -- *the network most people listen to most!*

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.

Freelancer Signs In Compton Test

Robert Sloane to Do Serial In Quest for New Ideas

FIRST AUTHOR to be signed up by Compton Adv. Inc., New York, under the agency's plan to find and develop new writers for the daytime serial field [BROADCASTING, Dec. 21] is Robert Sloane, freelance writer who is currently scripting *Commandos*, Sunday evening dramatic series on CBS. Program which Sloane will write for Compton is the story of a young minister titled *Mr. Jonathan*.

Initial contract calls for four weeks scripts, or 20 episodes of the drama, which Compton will purchase at a nominal fee. If these are satisfactory, the agency will offer to renew the contract for another four weeks at the same figure.

If, after several renewals, Compton and the writer are both satisfied that the story sequence can be sustained indefinitely, program will be tested on the air, either on a regional network or via transcriptions in selected cities. If this test is successful, Procter & Gamble Co. will sponsor the program on a nationwide network.

Plan to attract writers who have proved their ability in other fields of writing to daytime serials by paying for their experimental scripts was developed by Procter & Gamble, which is underwriting the venture, and Compton, which is working with writers interested in trying to write serial dramas. Sponsor and agency both hope that the scheme will result in new ideas and techniques that will revitalize this type of program.

Heavy Radio Schedule Planned by Drug Firm

McKESSON & ROBBINS, New York, to inform its employes and salesmen how the 1943 advertising appropriation of $1,500,000 will be spent. is distributing a six-page folder including individual schedules for Calox, Bexel, Soretone, Abolene and Yodora.

Spot announcements in 56 cities will be used to promote Calox tooth powder. News programs and spot announcements are scheduled on 64 stations to advertise Bexel Vitamin B capsules. Plans are under way to add 14 more stations to the latter list during 1943. One-minute dramatic transcriptions are slated for Soretone, and radio will be used throughout the year for both Abolene cleansing cream and Yodora deodorant. Agency is J. D. Tarcher & Co., New York.

Hoover 'E' Special

HOOVER SWEEPER Co., Canton, O., on Feb. 2 will sponsor a special half-hour broadcast on 39 Mutual stations in honor of the joint Army-Navy "E" award presented to the firm for outstanding achievement in war production. M.c. of the program is Mutual commentator Fulton Lewis Jr. Agency is Leo Burnett Co., Chicago.

FARGO PHEASANT FETE brings out smiles of satisfaction from NBC executives attending WDAY banquet held Jan. 27 at Hotel Ambassador, New York, for Free & Peters, station's national representatives, and NBC sales and station relation departments. Seated are Mrs. Barney Lavin, Barney Lavin, manager of WDAY, and H. Preston Peters, president of Free & Peters. NBC officials standing are William S. Hedges, vice-president for station relations; Frank Mullen, vice-president and general manager, and Clarence L. Menser, vice-president in charge of programs. Some 70, including wives of radio men, attended the dinner.

Hedges Tells NBC Committee Proper Publicity Is Necessary

Network's Eastern Affiliates Discuss War Problems In Opening District Meeting in New York

NBC's second annual war clinic series got under way last Thursday at the Waldorf-Astoria, New York, where more than 100 executives of NBC and the network's eastern affiliates gathered in a two-day session to discuss the outlook for 1943, with special emphasis on how both the network and the stations can best coordinate their activities with the national war effort.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the New York clinic opened with a welcoming address by Paul W. Morency, eastern district member of the network's planning and advisory committee. Talks on the various aspects of network operation, given by top NBC executives, occupied the first day's meeting, while the Friday sessions were devoted chiefly to general and group discussions. At the conclusion of the New York meeting the network executives departed for Richmond, Va., where the second clinic begins this morning (Feb. 1).

Broadcaster a Leader

Terming public relations the "perpetual No. 1 problem" of broadcasting, Mr. Hedges stressed the point that "the power of broadcasting to mold public opinion, to arouse emotion, to inspire action, points clearly to the necessity for the ever pervading shadow of good public relations to be in our consciousness at all times."

"The broadcaster," Mr. Hedges declared, "must take his place alongside of the newspaper publisher as a community leader. To take that place requires a public consciousness which can view broadcasting as a long-lived industry, not as a means of turning a quick dollar, but as a business from which healthy profits will come to support a discriminating schedule of programs designed to play an important role in community life."

Stating that the task calls for a proper balance between network and local programs, he continued that: "successful public relations programming requires first, the ability to analyze the community's likes and dislikes, its needs, its shortcomings, and then to build intelligently a schedule of programs that will help the community to grow and prosper and to become a better place to live in, because you had recognized your opportunity to serve your own community."

No Sponsor Control

In addition to dealing with his listening public, the broadcaster's public relations also include dealing with the representatives of the public, notably Congress, Mr. Hedges said. Pointing out that some Congressmen are bothered by vague fears that advertisers are using the commentators they sponsor for "insidious campaigns of propaganda," he declared:

"It is the job of broadcasting to make clear to Congress that no commercial sponsors control the thoughts of their commentators; that sponsors are barred from advocating or opposing legislation, state or nation; that if the commentator should get into the realm of controversy the broadcaster will and does provide time to responsible persons who hold opposing views.

"It should be made clear that through commercial sponsorship, whether news or comment or entertainment, the American public is assured of maintaining its broadcasting system as a fair and impartial medium. Only through commercial sponsorship can broadcasting be kept out of Government ownership and hence the domination of any one political party. Thus, commercial sponsorship is the means of assuring a freedom of the air based upon the guarantee of freedom of speech contained in the Bill of Rights."

Despite wartime conditions, NBC's net revenue in 1942 was 7% ahead of the 1941 figure, Roy C. Witmer, vice-president in charge

(*Continued on page 49*)

Daylight Saving Haunts Congress

'States' Rights' Cry Presage Revival of Radio Headache

THE OLD bugaboo of daylight saving vs. standard time has bobbed up in Congress and in the States, and bids fair to inspire radio's perennial headaches over what time prevails where.

In addition to Georgia's act last week terminating its recognition of Eastern War Time and shifting to Central War Time, delegations from Michigan and Ohio are in Washington belaboring Congress to gives the States autonomy in selection of "fast" or other time. The biggest complaint has come from farm communities, it is reported.

Representatives Urge Repeal

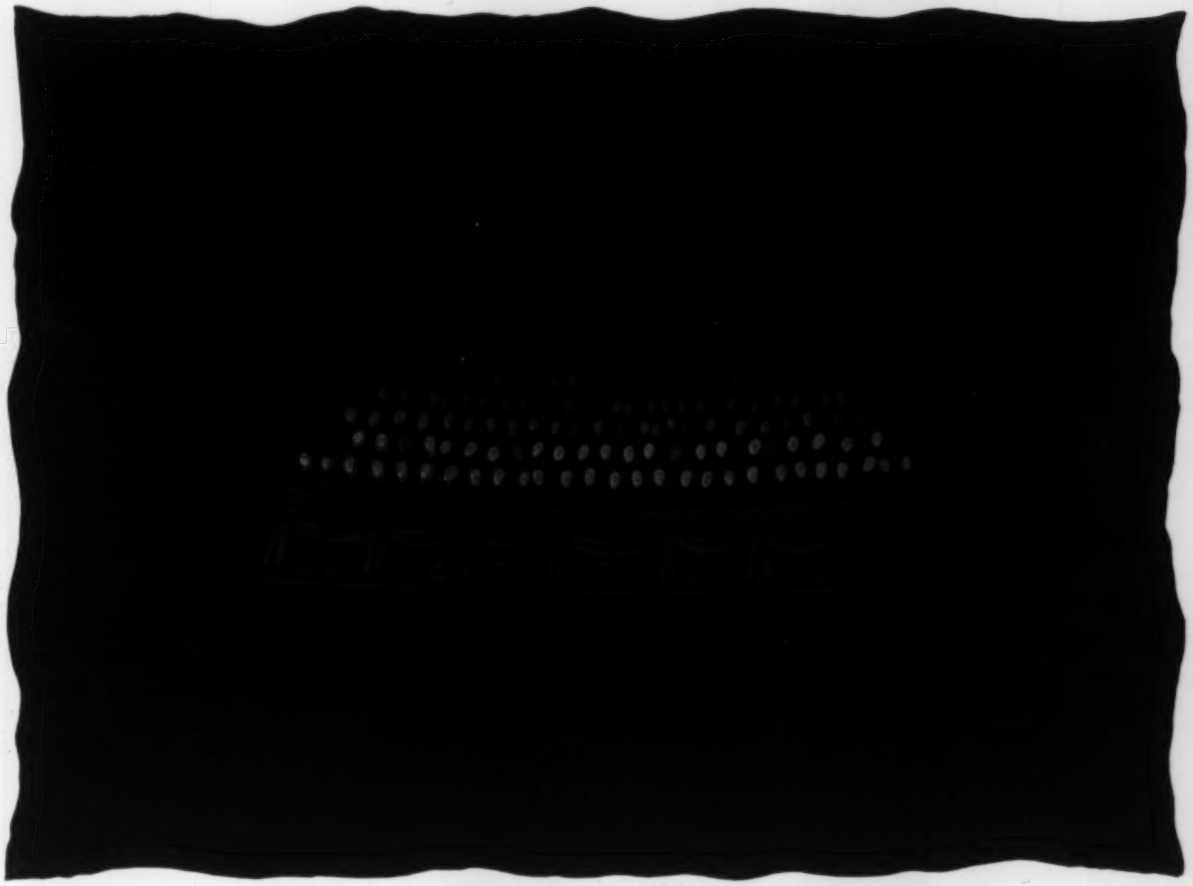
The Attorney General, it was learned, has been asked by members of the Michigan congressional delegation to give an opinion on the constitutionality of the law enacted on Jan. 20, 1942, at the request of President Roosevelt, placing the entire nation on war time. Two concurrent resolutions have been introduced in the House seeking repeal of the nationwide requirement and urging that the power of governing and regulating business of the individual States be returned to their legislatures (see page 38).

Georgia, in effect, abolished daylight saving time when Gov. Ellis Arnall last Thursday signed into immediate law a bill changing the State's time from Eastern War Time to Central War Time, which puts Georgia on a basis of normal Eastern Standard Time.

Commenting that abolition of daylight saving time was "a fine thing", Gov. Arnall signed the measure at 12:30 p.m. (EWT), only a few minutes after it had passed the House by an overwhelming vote. The State Senate previously had approved the bill.

As the Governor signed the measure he proclaimed that the official time in Georgia "is now 11:30 a.m. Central War Time".

XUM



KDKA sings to the gallery

Any performer knows that success depends on popularity in the gallery—and that they've got to hear you before they can like you. ♪ And any space man knows that there are six million customers in the war-busy industrial area surrounding Pittsburgh, but that the city itself, small geographically, accounts for only 671,000 of them. ♪ It takes KDKA to reach Pittsburgh and Allegheny County and the 70 tri-state counties which hold 60 towns of over 10,000 population. It takes 50,000 watts to reach the market you want to sell. It takes KDKA to cover the people and the dealers who matter to you.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

Radio Reached Huge Audience With News of Roosevelt Trip

Hooper Survey Shows 56,560,000 Adults Listened In; Networks Followed News With Commentaries

BUILDUP GIVEN last week's radio announcement of President Roosevelt's conference with Prime Minister Winston Churchill at Casablanca brought the peoples of the world en masse to their radio sets on a scale of "simultaneous" radio listening seldom surpassed in the history of broadcasting.

Newspaper and radio announcements, both long and shortwave, preceded the revelation of the historic meeting, urging all to "tune in to your radio at 10 p.m. Jan. 26 for an anneuncement of vital importance."

Networks Carry News

In this country alone, 56,560,000 adults or 71.0 of the set-owners heard the 10 p.m. report according to a special survey made for CBS by C. E. Hooper Inc. This total is exceeded only by the 62,100,000 adult listeners tuning to President Roosevelt's war message on Dec. 9, 1941, and the 61,365,000 adults recorded by Hooper as hearing Roosevelt's "Three Purposes of the War" speech on Feb. 23, 1942.

All four major networks, of course, carried the announcement at the appointed hour, following up the startling news with reports and analyses from their correspondents and commentators in this country and abroad. Both Mutual and the BLUE had regular news programs scheduled at 10 p.m., thus John B. Hughes from the West Coast read the MBS notice, and Raymond Gram Swing built his BLUE program around the North African conference. Mutual followed Hughes with a roundup until 10:30 p.m. by Raymond Clapper and Fulton Lewis, jr. from Washington; Paul Shubert from New York, and a special comment by Wendell L. Willkie, former Presidential candidate.

The 10:15 p.m. program on the BLUE featuring Gracie Fields was broadcast as usual after Swing, and at 10:30 p.m. the BLUE put on Earl Godwin and H. R. Baukhage from Washington, giving reactions to the news from the nation's capital. Then William Hillman came on with comments from Senate and House representatives attending a special dinner in Washington for Dr. Guani, Uruguay foreign minister. At 11 p.m., the BLUE ended its coverage with Roy Porter from New York and Maj. Gen. Paul D. Malone from San Francisco.

Besides broadcasting the cabled report from John MacVane, NBC correspondent in North Africa who covered the conference, NBC presented Robert St. John from Washington and Stanley Richardson from London 10-10:15 p.m., then proceeded with its regular Bob Hope and Red Skelton programs until 11 o'clock. Its review after that hour included H. V. Kaltenborn, John W. Vandercook, W. W. Chaplin, George Putnam, from New York; Morgan Beatty and Elmer Peterson, London, and St. John and Richard Harkness, Washington.

None of the nets was able to contact Algiers on Jan. 26 at the prearranged time of the announcement, but NBC made contact with John MacVane at 8 a.m. Jan. 27, repeating his comments via transcription at 12:45 p.m. the same day.

CBS, from 10-10:45 p.m., broadcast comments on the London and Washington reaction to the news by Edward R. Murrow and Eric Sevareid, respectively, together with a reading by John Daly of the cabled report from its correspondent in Algiers, Charles Collingwood, and talks by Douglas Edwards, William L. Shirer, Maj. George Fielding Eliot and Cecil Brown, all from New York.

The entire world received advance warning of the coming news through the OWI, which used 23 shortwave transmitters from midnight Jan. 25 to 10 p.m. Jan. 27, first for teaser and build-up announcements, followed by the complete story as released to all radio and press services.

A breakdown of figures by the OWI shows that during the first 22 hours of this concentrated schedule, the "teaser" announcements were made 548 times in 21 languages, while the last 24 hours saw the story itself shortwaved 721 times in 21 languages. The BBC also sent out similar "build-up" reports, as well as rebroadcasting on seven wave lengths the OWI's *Voice of America* program in English, French and German.

The Coordinator of Inter-American Affairs began laying the groundwork for the Latin American audience for the Casablanca conclave communique Monday evening, presenting on all programs special announcements of the special Tuesday evening report. Throughout Jan. 26, the CIAA press division handled news, commentaries and biographical material in Spanish, Portuguese and English.

WANTED— A SUPER SALESMAN

If you are unusually successfull in any job that involves *selling radio time or service* —and have had experience selling program *ideas*, here is an opportunity such as has rarely been offered in radio before—
—an opportunity of almost unlimited future, and with an excellent present (salary plus).
The man we want may now be the star salesman of a good radio station, or its sales manager. He may be a network man or a radio-minded account executive in an advertising agency . . . The *qualifications desired* are: Radio experience; unsurpassed sales ability; fine personal character; stability of temperament; age over 38—or 4-F!
Our own organization knows of this advertisement. Write fully, and if possible please send photograph. *Address* Box 251

BROADCASTING

WORLD IS NOTIFIED OF AFRICA SESSION

STARTING at 10 p.m. coincident with the domestic announcement that President Roosevelt and Winston Churchill had met in North Africa, the Office of War Information and the British Broadcasting Corp. opened a 24-hour campaign to inform the world through shortwave.

Working with the BBC, shortwave stations WJP, WJD and WGEO beamed the news to Southern Europe, North Africa and Northern Europe. To reach a maximum audience, broadcasts were carried in 21 languages. In addition 15 other transmitters were used to relate the story to Latin American listeners in Spanish and Portuguese. West Coast shortwave stations carried the story in Oriental languages.

Radio Algiers broadcast the news to Tunis in French and Italian for the local population as well as in German for the German troops within listening range. Radio Morocco served the countries of Southern Europe. OWI outposts in such places as Ankara and Chungking relayed it by longwave from region to region.

Drug Industry Leads In Blue Time Bought

MORE TIME on the BLUE was purchased during 1942 by the drug and toilet goods industry than any other industrial group, according to a breakdown of BLUE gross expenditures which totalled $15,782,493 for the year. Of this, drugs and toilet goods accounted for $6,841,576, followed by foods and food beverages with an expenditure of $2,989,264. Other industries spending more than $1,000.000 were confectionery and soft drinks, $1,583,163; lubricants, petroleum products and fuel. $1.346,562, and automotive, $1,023,513.

Industry Praised For Holding Secret

Ryan Praises Discretion of Stations, Commentators

NOT one radio station in the country violated any phase of the voluntary censorship requests concerning President Roosevelt's disappearance from Washington and his subsequent conference with Prime Minister Churchill in North Africa, according to J. Harold Ryan, assistant director of censorship in charge of radio.

Furthermore he pointed out that the nation's stations had received word of the trip over their various press wires several hours before the actual time for release but none violated the release time and discretion was shown by all in their announcements of the news to come.

"When you consider that the story was in the hands of 900 radio news editors and several thousand newspaper editors it's quite a compliment to those concerned," Mr. Ryan said. Then he cited this case as "a marvelous example of what self-censorship will do."

On Jan. 9, newsmen were informed the President was "taking another trip" and were requested by Office of Censorship to refrain from comment on the subject. At 7:35 p.m. Jan. 24, wire services informed clients of the imminence of dispatches of "unusual importance" indicating they were likely to be released on Wednesday. Shortly after the warning the news started to come in on a "hold-for-release" basis.

Anxious to cooperate with the Office of Censorship wherever possible, stations and commentators constantly queried the Office when in doubt. Mr. Ryan praised them for this care and cited the case of one prominent commentator who even submitted his entire script to be sure that no pertinent information was released.

Actual censorship of dispatches was cared for by military authorities in North Africa.

Baudry of CBC Killed Flying to Africa Meeting

WHEN a plane carrying correspondents from North Africa to Casablanca was struck by anti-aircraft fire over Spanish Morocco last week, Edward Baudry, CBC correspondent, was killed. He was one of a group of correspondents being flown to cover the meeting between President Roosevelt and Winston Churchill.

Owing to poor visibility, the plane carrying Baudry flew low over Spanish Morocco and a machine gun bullet him him while the pilot was turning the plane out to sea. He died a few hours later.

Mr. Baudry had done freelance broadcasting since 1931, and about five years ago, he formed Baudry & Harwood, a radio program agency. Recently, assigned to a CBC Overseas Unit, he had been interviewing French-Canadian troops in Britain. His wife, the former Yvette Gagnon of the Montreal CBC staff, and one child, survive.

Element #4

All news services worthy of their name serve their clients with

SPEED
ACCURACY
COMPLETENESS

But only

INTERNATIONAL NEWS SERVICE

supplies a **fourth** element which makes INS newscasts a MUST for every announcer and commentator who wants to do more than just recite.

WHAT IS THIS ELEMENT No. 4?

Write to F. J. Nicht, General Sales Manager, 235 East 45th St., New York

Music While They Work in Factories

British Find That Broadcasts Improve Morale of Industrial Workers

By WYNFORD REYNOLDS

THREE TIMES DAILY, the 60-hour-per-week workers in 6,000 of Britain's humming war factories are treated with special half-hour BBC programs titled 'Music While You Work,' which are also highly popular with home audiences. Between times, managements also furnish phonograph music via their loudspeaker systems. How the system works is here told by the organizer and director of the service, a veteran musician and band leader, whose observations might well be useful to station managers in our war factory areas who could urge local managements that it could be done in this country also.

WHEN did *Music While You Work* begin in Britain?

It is really impossible to say. Here, however, is a report referring to an incident that took place 30 years ago:

"The employes of an important engineering firm had to march up and down four miles an hour, for two hours at a time, testing breathing apparatus. In order to break the monotony, the management introduced a gramophone and played such stirring marches as "Soldiers of the King". The effect on the men was so marked that the works have had music ever since and now every shop is linked up with radio."

'Pampering' at First

This brings me to what we know of the radio development. In 1936 installation firms were testing the reactions of works managers and executives throughout Britain to the introduction of music in factories, and at that time the response was not too encouraging. In many quarters, indeed, the idea was regarded as fantastic and "pampering"—a matter not to be associated with serious work at all. By 1937, however, the idea had taken root and installation firms were receiving an increasing flow of orders and inquiries.

It was on June 23, 1940, and after consultations with industrial and welfare organizations, that the British Broadcasting Corp. inaugurated a series of programs intended to meet the special requirements of working conditions, and these programs were given the title now familiar to all British workers—*Music While You Work*.

For over two years the programs have been broadcast twice daily at 10:30-11 a.m. and 3-3:30 p.m., and on Aug. 2, 1942, a third session was introduced at 10:30-11 p.m. for the night workers.

Music as Mental Tonic

I was appointed *Music While You Work* organizer in May, 1941, and have found the work to be of absorbing interest, embracing as it does three subjects of particular interest to me—music, social welfare and industrial output.

My research has proved conclusively that music acts as a mental tonic, relieves boredom and encourages the tired worker, promotes happiness, improves health, relieves nervous strain and gives increased production. Here are a few actual extracts from factory reports:

"It is one of the finest things ever introduced into industry for the benefit of the workers".

"For an hour or an hour-and-a half after a program of music, production is increased by 12½ to 15%".

"The right music is a mental tonic and is especially appreciated by those engaged on monotonous and repetitive work."

It may be of interest if I explain briefly the means by which the programs are received in workshops in this country. The BBC broadcasts the programs as part of its normal service and on the usual wavelengths. Thus the programs are available for the home or factory listener. The factories are equipped with sound systems usually installed by electrical firms who specialize in this work. The sound system comprises a central amplification equipment which controls loudspeakers suitably located and mounted throughout the area to be covered.

Typical Specifications

A typical technical specification of a central control equipment might read as follows: radio unit, speaker control panel, air-raid warning speaker, monitor speaker, gramophone and auto - record changer, 50-watt power amplifier, reserve amplifier and pre-amplifier, mike mixer.

With this equipment the factory's control operator can either tune in the radio unit to pick up the BBC's program or, at other times when music is desired, he can operate the gramophone unit. The installation can be used also for staff location and air-raid precautions control. It is important to appreciate that for *Music While You Work* sound reproduction should be treated as a service which has to be arranged to suit the actual work in progress.

To mention two points: Speakers have to be so placed that there is an even distribution and diffusion of sound; and it is usually preferable, for a large area, to have a number of small speakers placed at frequent and correct intervals than to attempt to cover the area with one large speaker.

Anything that affects the proper balance and diffusion of sound, such as structural alterations, changes in the placing of machines or grouping of operatives, should be reported to the installation company so that they may make the necessary modifications or additions.

Tonic not Stimulant

The BBC's program policy is based on the opinion that *Music While You Work* should not be considered as a means of increasing the rate of working during a program period but rather should be looked upon as a tonic which will so improve the morale of the workers that output will be stepped-up during the whole of the work spell. It should be an incentive without becoming a distraction.

If for any reason the workers feel it necessary to stop work to listen, the result is bound to be unsatisfactory from the management's point of view. For this reason the playing of "request" items may often be detrimental to the primary consideration—production.

Though dance music is the most popular and can most easily create an atmosphere of cheerfulness and gaiety, there is a big demand always for other types of music such as Viennese waltzes, selections from light operas and musical comedies, marches and intermezzi.

Want Familiar Tunes

We have found that four essentials are necessary for all program building and playing—familiarity, melody, constant tone level and rhythm. Workers definitely want tunes that they know and the most popular and successful program is one that enables them to "join in" by singing or humming.

Numbers that have no melody or that are so orchestrated or played that the melody is lost are not satisfactory. The workers want to hear the "tune", and this tune has to "ride over" any machine noise.

Any music that can be termed "hot", either rhythmically or melodically, is unsuitable. Lack of a melodic line, involved harmony and complex rhythm all tend to create a confusion of sound under the test of factory amplification.

Another essential is constant tone level. A disparity of volume may hardly be noticeable on an ordinary radiogram, but owing to the amplification in a factory sound system it becomes exaggerated. We hold the view that the fourth essential, rhythm, should not be thought of in terms of "working speeds" but rather should be considered as a means of creating a spirit of cheerfulness and gaiety that can be of benefit to operators engaged on any and all processes.

Dance bands are able to supply most suitable rhythms for creating a bright and cheerful background to work, but all types of bands or orchestras can be satisfactory from the point of view of rhythm if the programs are well chosen and played in a cheerful, bright and lilting manner.

Extremes of tempo should be avoided. Slow items may act as a soporific, fast items as an irritant. The rhythm should not be too strongly accented; drum solos can sound like machine gun fire when amplified. Any numbers that depend for their effect on strongly accented rhythm rather than melody are unsuitable.

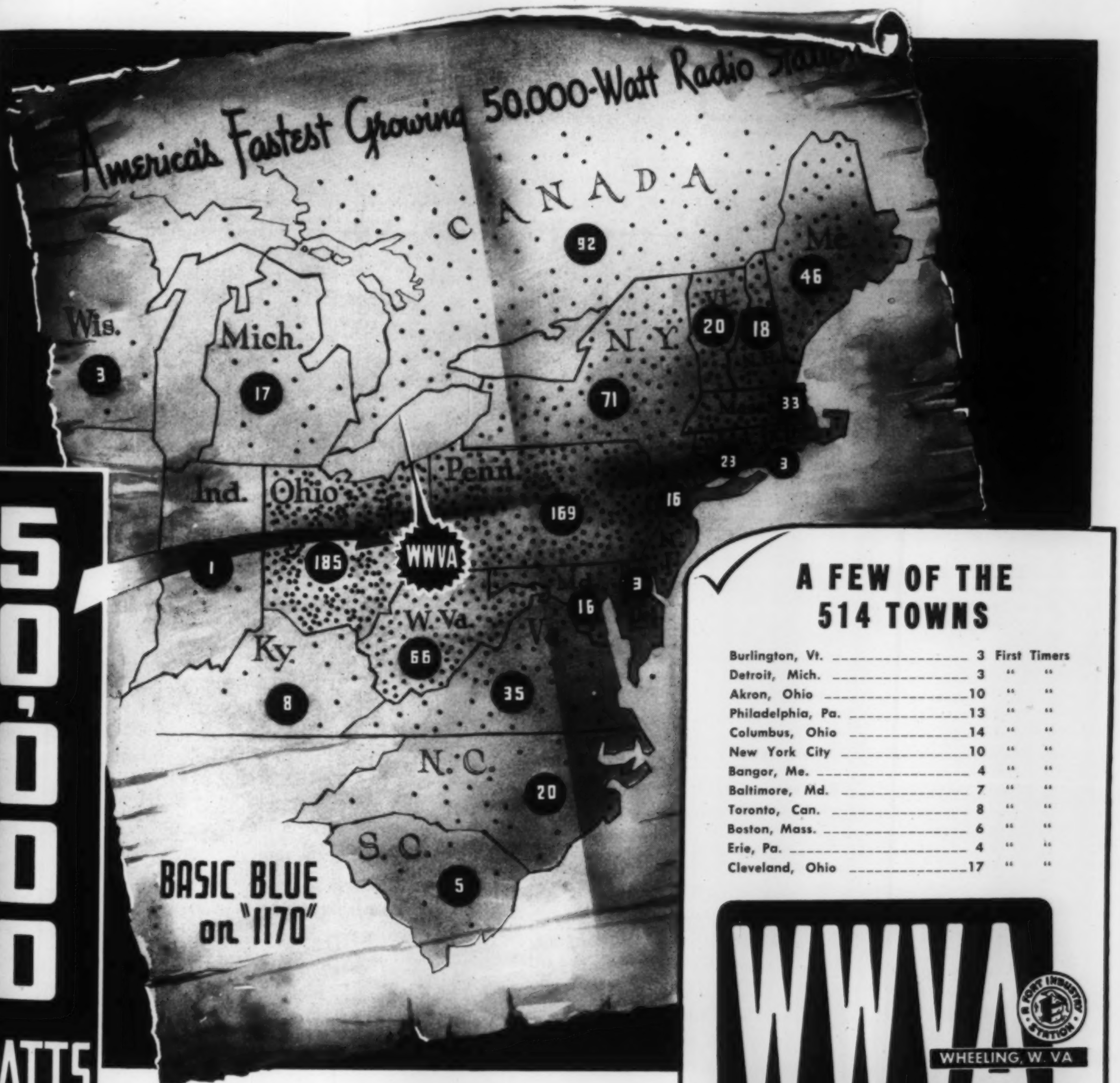
No vocal items are included in these specialized programs. Research has proved that vocal items are unsuitable from the managerial point of view. They become intrusive and tend to distract the attention of the workers. For the same reason, apart from the brief opening and closing announcements, no announcements are made

FACTORY NOISES are no deterrent to adequate listening to *Music While You Work*, as Mr. Reynolds narrates in the accompanying article. Here Mr. Reynolds is shown observing an apparently pleased girl war worker as she listens to the program. Note placement of the loudspeaker.

XUM

"FIRST TIMERS" from 514 Towns!

Following our first 30 days' operation on 50,000 watts, we asked those listening to WWVA for the first time to write in and tell us so. There was no contest or premium for the effort because we wanted only bona fide replies. . . . We heard from "First Timers" in 514 towns which are indicated with dots in the map below. The numbers contained in the circles represent the number of towns in each state from which we received cards or letters from "First Timers". . . . We submit this phenomenal performance as just one more exhibit of the tremendous force of our increased service.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Penn.
169
16
1
185
WWVA
3
16
W.Va.
66
Ky.
8
35
N.C.
20
S.C.
5
BASIC BLUE
on "1170"

50,000 WATTS

JOHN BLAIR & CO. *Represents Us*

A FEW OF THE 514 TOWNS

Burlington, Vt.	3	First Timers
Detroit, Mich.	3	" "
Akron, Ohio	10	" "
Philadelphia, Pa.	13	" "
Columbus, Ohio	14	" "
New York City	10	" "
Bangor, Me.	4	" "
Baltimore, Md.	7	" "
Toronto, Can.	8	" "
Boston, Mass.	6	" "
Erie, Pa.	4	" "
Cleveland, Ohio	17	" "

WWVA
WHEELING, W. VA
A FORT INDUSTRY STATION

during the 30 minutes playing. The programs are played as far as possible without any break between the items, modulating links being played on any suitable instrument, usually the piano.

It is important to recognize that a musical tonic diminishes in effect if applied in overdoses. It is better to give too little than too much, and for a ten-hour shift 2½ hours music should be sufficient.

Also Use Gramophones

The majority of factory managements use their own gramophone records for periods other than the BBC's three half-hour daily periods. Programs of records have proved to be extremely beneficial when played as an antidote to nervous strain after air raids or at the commencement of the day's work when employes are depressed by bad news or weather conditions; in fact, at any time when a "tonic" is necessary.

In general, we find that male and female workers have similar tastes. Workers engaged in heavy industry want music of the more robust type, whereas those engaged in light industry, and especially repetitive work, show a preference for dance music.

There is no doubt that the workers who benefit most from musical programs are those employed on monotonous and repetitive tasks. Workers employed on tasks requiring skill and mental concentration also can derive considerable benefit, but mental concentration can easily be disturbed, with resultant irritation, by unsuitable programs or bad reproduction.

Generally speaking, for executive and office staff music is unsatisfactory. The normal routine of an office cannot be conducted successfully against a background of music.

There is abundant evidence that music in industry has come to stay. Already more than 6,000 British factories are using programs of music during working hours, but it is safe to say that the movement is only in its infancy. The movement is spreading rapidly, and it is possible to foresee the day when no up-to-date factory will be without *Music While You Work.*

WOMEN TAKE OVER news and continuity departments of WHK-WCLE, Cleveland. With exception of the chiefs, the staffs are all-girl. Newsroom personnel, above (l to r): Agnes Vavrek, Dorothy Dawson, Mary Gabriel, Beatrice Furdaus, News Editor Ray McCoy.

Continuity department, below, Milli Scanlon, Mae Westfall, Helga Preisman, Doris Endres, Kay Doney, Leslie Biebl, continuity editor.

Special Type of Music in War Plants Needed to Boost Output, Scientists Say

PROF. Harold Burris-Meyer, director of research in sound at Stevens Institute of Technology, reporting on researches conducted by himself and R. L. Cardiwell, also of Stevens, told the New York section of the American Society of Mechanical Engineers at a recent meeting that a new type of music to be played for factory workers at their jobs must be developed.

After investigations in factories and war plants in the East, he and Mr. Cardiwell found that the introduction of music resulted in production rate increases of 1.3 to 11.1%.

Program Planning

"A carefully selected and planned program," he stated, "boosted production 6.8% in a typical plant already employing music." He concluded that, "What industry can do for music may be as important when the record of this civilization is written as anything music can do for industry."

"We believe," he said, "that programming must ultimately be undertaken for the factory, if not for the specific operation. Fatigue curves (statistical charts) vary in shape and amplitude and it is difficult to find one remedy for dips occurring at different times in different operations.

"The leisure music is not in the idiom of the modern industrial plant, and yet the industrial audience will at the present rate soon be the largest audience for the musician. When the composer starts to think of his work as being first and oftenest performed in the factory, before people who are working while they listen, we may well have a musical idiom which is something new on the face of the earth."

FCC Eases Video Rules Due to War Shortages

THE FCC, recognizing the difficulties imposed on commercial television stations by wartime freezing and restrictions on materials, on Jan. 26 granted WCBW, CBS outlet in New York, a conditional license to operate with reduced effective signal radiated on condition that construction be completed as soon as the required materials and engineering personnel are available.

This grant, and a similar one to Metropolitan Television Inc., New York, to reduce power, reflects the policy of the FCC to allow television firms to operate with whatever facilities are available.

Also granted were renewals of licenses for 13 experimental television broadcast stations for period ending Feb. 1, 1944.

BOARD TO ASSIST FARM-HOME HOU

A BOARD of strategy has b created by the Agriculture Dept. aid in planning the *National F & Home Hour*, BLUE network p gram aired on 107 stations, wh is described by the department the most important mediu through which it can serve nation on the home front in w time.

Appointed to the board are: L. DuMars of the Radio Servi Agriculture Dept.; Gove Hambid representing the Agricultural search Admin.; Ray Heinen of t Food Production Admin. and wyn J. Rowell of the Food Dist bution Admin.

Weekly conferences will be he to schedule specific subjects, a to coordinate research and Go ernmental rulings into well-orga ized programs which are present daily 12:30-1:00 p.m. (EWT).

A new feature of the *Farm Home Hour* scheduled to begin Fe 8 is titled *Victory Gardens*, to presented Mondays in the last ha of the program, 12:45-1 p.m. It expected the new quarter-hour s ries will be aired by stations metropolitan areas at present u able to present the entire half-ho programs.

Ernest G. Moore, of the Agricu tural Research Admin., who is charge of the Victory Garden ca paign for the Agriculture Dep will m.c. the garden programs. H will describe his own experienc and will have as guest speake specialists from the Bureaus Plant Industry, Entomology a Home Economics.

Popular features to be continue on the *Farm & Home Hour* are th Friday talks by Secretary Wickar Wednesday transcriptions of co versations with farmers, and tal by Wallace Kadderly, chief of th Agriculture Dept. Radio Servic and Ruth Van Deman, editor, Bu reau of Home Economics. The pr gram is under the direction William E. Drips, Chicago directo of public service programs of th BLUE.

TOGETHER IN ARMY

Eight Former Announcers In Morale Division

SEVEN former announcers, no on duty with the Army Air Force worked under Lt. Myron J. Be nett, former announcer of KWK St. Louis, now chief of the Moral Division, Army Air Force Tech nical School at Sioux Falls, Ia., t pipe six daily fifteen-minute new and special feature programs as diversion for students 'sweatin out' three-hour sessions of copyin Morse Code.

On Lt. Bennett's staff are: Pvt Frank Alban, former music direc tor and announcer of KOME, Tul sa; Pvt. Ted Brown, announce WSLS, Roanoke; Pvt. Nichola Sanchez, KPAB, Laredo, Texas Larry Rosenthal, known as Larr Rhodes, WOV, New York; Emi Wilde, WFOU, St. Louis; Pvt Rodger Wolf, WABC, New York Cpl. Ed Scribner, well known Ne York technician.

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WGAN
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★ The largest unduplicated coverage in Maine radio

★ Centering in Portland where payrolls exceed ALL records

★ Where rate of gain in retail sales exceeds that of any other city in America

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

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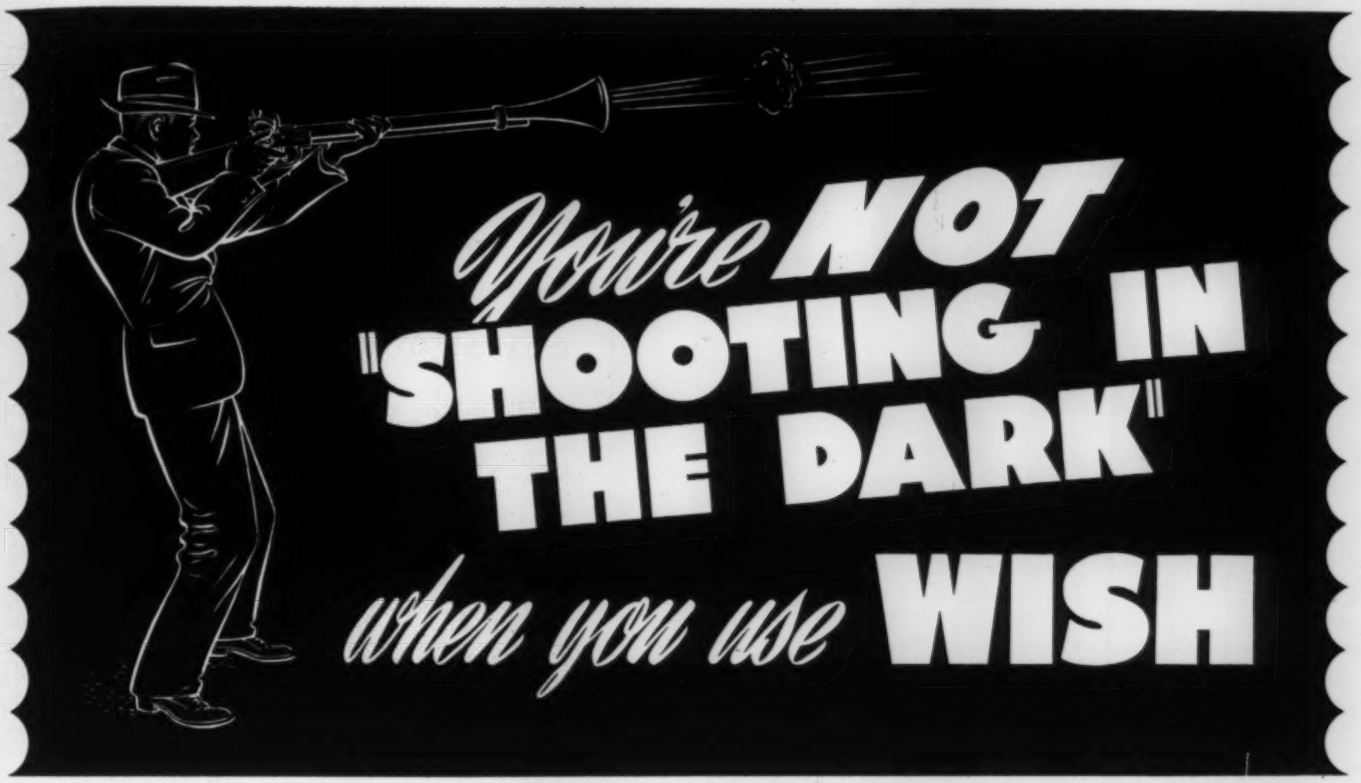
You're NOT
"SHOOTING IN
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when you use WISH

The local business men who own and operate WISH know what it takes to GET RESULTS in Indiana and they go ALL OUT to get those results for YOU!

WISH *Never Outpromises*

BUT *Always Outperforms*

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REPRESENTED
NATIONALLY BY
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ATLANTA, SAN FRANCISCO,
LOS ANGELES

Growing with the BLUE NETWORK

Amos 'n' Andy Leave the Air Feb. 13 After 15 Years of Unbroken Programs

"AMOS 'N' ANDY will charm families from the Bronx to Walla Walla one year or five years or ten." Thus spoke Harlow P. Roberts, one-time advertising manager of Pepsodent Co. back in February, 1932, just three years and six months after the company had become the first sponsor of the radio team. Mr. Roberts would have been closer the truth if he had guessed 15 years, for Amos 'n' Andy, who leave CBS Feb. 19, 1943, made their first appearance as radio characters on March 19, 1928.

Started Quarter-Hour

Freeman Gosden and Charles Correll, creators respectively of Amos and Andy, first tried radio in the fall of 1920 when an amateur operator asked them to test his transmitter in New Orleans. Their next entry into broadcasting was in Chicago in 1925 when they appeared as Sam and Henry on WEBH and WGN, finally switching to WMAQ, that city, in 1928 as Amos 'n' Andy. A year later they were heard via transcriptions on 45 stations, and on Aug. 19, 1929, Pepsodent placed them on NBC.

Right there, Amos 'n' Andy began to chalk up radio "firsts". To put it in Mr. Roberts' own words, when Pepsodent took the 15-minute dialog act to NBC. . . . "They (NBC) sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs and they weren't sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser putting on a program six times a week. Once a week was the customary procedure.

"When I look at the number of quarter-hour, six-times-a-week broadcasts on the air today it does not seem possible that we had such a hard time starting the movement, but we did. It was nearly nine months after we broached the subject before NBC lined things up to put Pepsodent on the air."

Pepsodent found its troubles had just begun, however, when it got NBC to clear the early time of 7 p.m. for the program's presentation in the East. This caught the listeners in the Midwest on their way from work or shopping downtown. A deluge of complaints forced Pepsodent to blaze another trail. A re-broadcast was instituted, making another "first" for Amos 'n' Andy.

Even that didn't satisfy some listeners. When WJR, Detroit, was forced to take the program at 10:30 p.m., for instance, the *Toledo News Bee* asked its readers for opinions of the time shift and got 9,000 protests in 10 days. The paper notified NBC and Pepsodent, asking them to change the time back again.

The tremendous following built up by the comedy pair is well known—how their program started the nation in the habit of listening to the radio at a fixed time every night. The public grew to love them so that when Andy needed a typewriter, a dealer in Buffalo sent him an L. C. Smith of about 1880 vintage, which now reposes in the Rosenwald museum. Later, when Andy wrote a letter with a nickel because he couldn't find a pencil, nearly five gross of pencils came in from devoted followers. They have even sent in dollar bills to help swell the funds of a bank set up by Andy and the King Fish.

Over 4,000 Broadcasts

On Jan. 3, 1938, Campbell Soup Co., the second of the only two sponsors the team has ever had, took over the series on NBC, now on a five-time weekly basis. A year later, in April, the company shifted the program intact to CBS, where it has remained ever since.

When Amos 'n' Andy go off the air Feb. 19, they will have appeared on over 4,000 broadcasts (not including repeats), and will have portrayed approximately 550 different characters in their mythical Harlem. It took the problem of World War II to break the relationship between Campbell and the comedians, reputedly earning $1,800,000 yearly for their broadcast. Difficulties in obtaining canning priorities for its soup products led Campbell to the decision that a half-hour weekly show would be more feasible in these war years.

Such a period on CBS was offered the pair, but they declined to change their format and agreed to terminate their current contract with Campbell in February. According to their agent, the William Morris Agency, New York, Amos 'n' Andy are considering several other propositions but have made no definite plans as yet.

MAKING HIS FIRST visit to WBT, Charlotte, as CBS vice-president in charge of owned and operated stations, Dr. Frank Stanton (left), discusses programs with A. D. (Jess) Willard Jr., WBT manager.

HAROLD H. CLAPP Inc., Rochester (baby foods), on Jan. 25 started sponsoring five-weekly participation in *Home-Maker's Club* on KHJ, Hollywood. Contract is for 26 weeks. McCann-Erickson, San Francisco, has the account.

WCPO —Greater Than Ever!

C. E. HOOPER • Cincinnati Audience Measurements • December, 1942

percentage of listeners

	"B"	WCPO	"C"	"D"	"E"	Sets in Use
MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A. M.	36.3	32.4	11.5	11.5	8.0	16.8
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P. M.	35.7	33.4	10.7	8.1	12.0	23.7
EVENING INDEX SUN. THRU SAT. 6:00 - 10:30 P. M.	50.9	11.4	8.9	19.0	9.5	40.0

AN ALL-TIME HIGH FOR WCPO

now more than ever the talk of the agencies

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WCPO
CINCINNATI'S NEWS STATION

THE BRANHAM CO.

ALL DAY LONG . . . 3 OTHER CINCINNATI STATIONS COMBINED CAN NOT EQUAL WCPO's GREAT LISTENING AUDIENCE

TARGET!

WHEN the torpedo speeds on its destructive way, it has been sent on no hit-or-miss errand. Too much is at stake. Only the hits count, and when the objective is in the cross hairs, it's a *hit* every time. It's the same in radio broadcasting...only the hits count. The effectiveness of the message is measured by the number of homes it reaches. On the Pacific Coast, most of the important markets are surrounded by high mountains. Long-range broadcasting becomes hit-or-miss broadcasting. To completely cover the Pacific Coast, use the *only* network that has outlets *within* the important markets. The Don Lee network has 33 stations which can release an advertiser's message *locally*. More than 9 out of *every* 10 families on the Pacific Coast have radios. *More* than 9 out of *every* 10 radio homes are within 25 miles of a Don Lee station. If your message is important enough for *all* the radio families on the Pacific Coast to hear, use the *only* network with enough stations to do the job–Don Lee.

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THE NATION'S GREATEST REGIONAL NETWORK

Dominant NBC Basic Station
In This Area

WDEL

1150 KC • Wilmington, Delaware

PRODUCING
SALES
CONSISTENTLY

Listener loyalty produces sales for advertisers. WDEL covers the booming industrial and agricultural market—(Delaware, southern New Jersey, parts of Maryland and Virginia)—maintains loyal morning-to-night audiences with its outstanding NBC basic network shows and local programs keyed to the section.

5,000 Watts day and night, WDEL can sell profitably for you at surprisingly little cost—write direct or to:

•

Sales Representative:
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

Merchandising & Promotion

**Need for Advertising—Country Weekly—Patterns
Largest Match Book—Plugging Operas**

TO POINT the need for advertising even though many products are now on the priorities list, John Drake, promotion manager of KSO-KRNT, Des Moines, has issued a promotion piece *Faith in the Future*, containing optimistic quotations from leading industrialists and national leaders, and announcing a quiz for Des Moines merchants and radio timebuyers. A prize is offered to sponsors and future advertisers who can answer questions about public officials and landmarks of bygone days. Purpose of the quiz is to demonstrate that people and objects usually are forgotten when they pass from public view.

* * *

Country Sheet

ISSUED as a promotion piece on behalf of the Thursday night program, *Newbridge*, a four-page brochure *The Newbridge Bugle*, printed in the style of a country weekly newspaper, has been sent to Canadian stations by the Canadian Broadcasting Corp. The paper is complete with editorials, local news, women's columns, church notices, advertising and a serial thriller by Alan Sullivan, who writes the weekly broadcast scripts. Items are about imaginary life in Newbridge.

* * *

Dept. Store Promotion

INSTRUCTION guides for listeners are furnished by Bloomingdale's Department Store and McCall Corp., pattern publisher, to participants in their *Sewing School*, a weekly feature recently resumed on WQXR, New York. The sponsors also offer prizes of War Bonds and Stamps for those submitting the three best dresses completed at the end of the course. The account is handled direct.

* * *

Listeners Survey

A SURVEY of listening habits in the Philadelphia area, made under the supervision of Dr. Sidney Roslow, director of The Pulse of New York, has been published by WCAU, Philadelphia.

KMOX House Organ

KMOX, St. Louis, has started publishing a monthly house organ *The KMOX Mike*, a four-page news folder containing stories and photographs of people on CBS programs, a schedule of daily KMOX newscasts, a gossip column about personalities, programs and sponsors and new program listings. Margaret Hart of the sales promotion staff is in charge of the publication which goes to St. Louis retailers.

* * *

Hard to Match

"THE WORLD'S LARGEST match book" 16" x 1½", over 230 matches strikingly colored in gold and black and making an attractive desk piece, proclaims to agencies, local accounts, and other station contacts: "For results that are hard to match—WGBI (Scranton, Pa.) is your best buy." The match book is enclosed in a fire-proof container and contains institutional plugs.

* * *

Plugs Operas

TO PROMOTE its Saturday night operas, the Brooklyn Academy of Music, during its spot announcements on WLIB, Brooklyn, is offering pairs of box opera seats to the first persons appearing at the box office, stating they heard the announcement. On the first day of the offer, an opera fan claimed the prize six minutes after the commercial was aired.

* * *

Railroad, Drug Co. Tie-In

A RAILROAD AD headed "The Kid in Upper 4" is featured in a promotional piece tying in the advertiser, New York, New Haven and Hartford Railroad Co. and Mutual. Placard, to be hung in N. H. & H. trains, urged readers to tune in on a broadcast of *The American Melody Hour*, sponsored by Sterling Drug Inc., to hear a song inspired by and titled after the ad.

LEAVING THE inner sanctum of Radio City for the first time, the BLUE *Chamber Music Society of Lower Basin Street* on Feb. 3 opens a two-week engagement at the Roxy Theatre, New York.

WOWO
FORT WAYNE
Indiana's most powerful station

KEEPING A FINGER in the BLUE's first anniversary celebration is "nearly-year-old himself" Bill Samuel, son of Milton Samuel, Western division publicity director of that network. Launched as a separate network on January 10, 1942, birthday cake and trimmings marked twelve months of BLUE operation. Young Mr. Samuel consented to cooperate by posing for the picture.

Song Parade Makes Hit, Treasury Official Says

FIRST 160 programs in the *Treasury Song Parade*, three-minute transcribed series distributed by the War Savings Staff, have been well received by station operators all over the country, Marjorie L. Spriggs, chief of the radio section said last week.

Programs, used by many stations for local sponsorship, feature top vocal artists of stage, screen, opera and radio, and an orchestral background, and include a brief War Bond commercial.

Linkletter Fined

BY PAYING a $500 fine, the way was opened for Art Linkletter, San Francisco announcer and m.c., to become a citizen of the United States. Born in Canada, he recently pleaded guilty in Federal court to falsely claiming American citizenship [BROADCASTING, Jan. 25]. The court denied his plea for probation because such action would prevent him from becoming a citizen, so Mr. Linkletter paid the fine.

Gallery Names Harkness

RICHARD HARKNESS, NBC commentator, has been named to serve on the executive committee of the Radio Correspondents Gallery in Congress and also fills the post of treasurer. He takes the unexpired term of Earl Godwin, BLUE commentator, who becomes secretary to take the place of Lt. Francis W. Tully Jr., formerly of Yankee Network and now in the Navy.

AP By-Laws Change

ASSOCIATED PRESS has called a special membership meeting for 11 a.m. Feb. 9 in New York headquarters for action on a proposed by-laws amendment affecting newspapers. Adopted Jan. 12 by the AP board, the amendment provides that publisher-applicants in cities already served by the press wire would pay 10% of the regular assessment paid by other AP members in the city from 1900 to date, but would drop requirements that payment be at least equal to three times the current regular assessment for the city.

FOR MIDDLE-CLASS MARKETS

Women's Club Program Proves Effective Medium For Local Participating Sponsors

Editors Note: One thing led to another in a recent conversation with Howard L. Chernoff, managing director of WCHS, Charleston, W. Va. and the West Virginia Network. So he put them down on paper—the success stories of two programs adaptable for stations in middle-class markets.

By **HOWARD L. CHERNOFF**
Managing Director
WCHS, Charleston, W. Va.

Mr. Chernoff

ONE OF our pet ideas is the broadcasting of news into local theatres. At the end of each newsreel one of our announcers feeds a two-minute newscast of headline stuff into the theatre. There's no commercial attached, naturally, and the only credit we get is at the start and finish when our announcer simply says, "This is Joe Doakes speaking to you from the WCHS newsroom." The theatres have plugged the idea in their newspaper ads, on the screen, billboards, marquees, etc. We sold the idea to the theatres by telling them it would be the answer to their getting people out at night and still enabling them to keep up on what goes on. We've had all kinds of favorable comment on the stunt.

Each week when I go to the Rotary Club, a dozen of my fraternity brothers nail me and ask, "What's the latest news?" As if I had nothing to do but listen to the newscasts all morning! And the same thing happens to the managers of our other stations. Hence, we made arrangements to feed a two-minute newscast—free of charge—to each luncheon club any time they want it. What do we get out of it? All kinds of good comment!

Women's Club

One of our pet projects is the "Women's 580 Club". Now more than three years old, the club is based on one of the first principles I learned in newspapering—names make news—and listeners as well. Membership in the club is open to anyone who sends in her name. When the club first started we asked women to send in their names. We then sent the prospective member a questionnaire to fill out and return.

That questionnaire was worse than an income tax blank and when we received the completed blank, we knew more about that woman and her family than she did herself. She had to answer every possible question and then we sent her a beautifully engraved card which entitled her "to all the benefits of the Women's 580 Club". Benefits? Well, we have a picnic once a year—or did have before the war—a theatre party and a couple of parties in our auditorium. We had 3,000 people at the last picnic and we generally have about 1,200 to 1,500 at the other shindigs.

Found: A New Account

Well, after we got up to a membership of 7,500 we discontinued sending out the questionnaires because the clerical work got too cumbersome. But I did break down the statistics county by county and when I showed one agency how his client was faring in our market, we found ourselves with a new flour account on the air. Incidentally, our membership is now more than 32,000.

We mention names, names, names and more names. We congratulate club members on their anniversaries, birthdays, kids' birthdays, etc. Almost a dozen kids have been named Melva — Miss 580's correct moniker—and we sent each one a gift at birth. When Mrs. Ike Zabosky wants a recipe for hot biscuits and she writes to Miss 580, why we don't just send her one. We tell the other club members of Mrs. Zabosky's request and the next day I'm damned if we don't get 50 recipes. We read some over the air and acknowledge the rest. Miss 580 is frequently called upon to speak in nearby towns. She fills all speaking engagements. She is likewise called upon to attend weddings, christenings, teas, etc. Obviously she can't attend them all but she always sends a telegram and this telegram is generally shown to every resident in the town.

We put the show on originally for 45 minutes but it's down to a half-hour now, due to other commitments. We made no effort to sell any part of the show for one whole year—and then—and then—we let 'em ask for it. One merchant phoned us and asked what a spot announcement would cost. Then we knew we were in and we started to sell participation in the show. We lined up six non-competitive sponsors and they told us result stories that even I didn't believe. The show continues although we have had to change announcers four times due to the draft. The announcer merely works as a straight man, however, so we have been able to carry on just the same.

NEWS FROM THE STAGE

Worcester Theatres Carry WTAG Bulletins

WORCESTER movie fans can hear latest WTAG news while watching their favorite stars, since WTAG on Christmas Day began broadcasting two to three minutes of news direct from the stages of Loew's Poli and Plymouth theatres.

Latest reports will be presented to matinee and evening audiences before the newsreels, with spotlights on the announcer and background displays publicizing WTAG newscasts. The theatres are calling attention to the new service through newspaper ads and lobby displays.

THE LONE RANGER
rides again!

The National Safety Council has given the Annual Award to the Lone Ranger program for its outstanding and distinguished service to safety.

THE LONE RANGER
still remains in the hearts of the Youth of America.

KING-TRENDLE BROADCASTING CORPORATION
WXYZ MICHIGAN RADIO NETWORK DETROIT

DO YOU KNOW HOW THEY LIKE FM?

Independent survey shows that 91% of FM radio set owners would recommend them to their friends!

Americans want FM radio. *Facts* show that FM has what it takes to win public acceptance. An independent, doorbell-ringing consumer survey of hundreds of FM set owners proved this beyond any doubt. Overwhelmingly, FM set owners like FM's better tone quality, its virtual freedom from static, its breath-taking "background of silence"!

For example: That FM reception is better than regular broadcast reception is the conviction of 85% of FM set owners. And more than half of these classified it as a "great improvement"! Some 79% of FM owners expressed full satisfaction with their FM reception quality. And 91% of them would recommend FM to their friends!

XUM

Today there are 600,000 FM receivers in use. A good record, considering that from the start the production of FM transmitters and receivers was handicapped by the demands of war production on the radio industry.

These *facts* about FM indicate a trend which EVERY BROADCASTER should watch. We believe that the growth of FM will be rapid throughout the United States after the war, replacing many of the present local, regional and possibly a few of the high-power stations. Thus a twofold benefit can be expected — *FM* plus better AM reception as a result of fewer and possibly more powerful AM stations broadcasting over clearer channels.

For more detailed information on the FM survey, write for the booklet, "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric Company, Schenectady, N. Y.

FM Broadcast Apparatus · FM Broadcasting · FM Receivers · FM Military Radio · FM Police Radio

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

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FM

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Broadcast Advertising

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Customer's Voice

THAT TIME-WORN adage that the "customer is always right" has never fit radio because the customer usually wants more than the broadcaster will deliver in keeping with program standards and public interest.

The "customer" came through with a bell-ringer the other day, however, and there's no gainsaying his knowledge of the facts or the validity of his statements. That was when the Assn. of National Advertisers, representing practically all of radio's biggest national advertising customers, filed a brief as a friend of the Supreme Court in the network-monopoly litigation. No more potent argument could have been made, it seems to us, than citation of the fallacy of the proposed regulations. It seems to be proof conclusive that banning of time-options will not be in the public or industry interest.

ANA stated flatly and simply that its business would gravitate from the established networks to loose chains, hand-picked from the 30 fulltime clear-channel 50,000-watt stations, and from the 64 choice stations providing the best coverage of the country, at the lowest rates. Next choice would be the 160 stations which cover only 84% of the population, and so on. It brought out conclusively that the "cheapest and most conveniently obtainable" network would be comprised of the best stations.

That argument comes from radio's biggest customer. The ANA brief stated that if the option-time regulation is held valid, plans "presently are under consideration to enter into just such time contracts". It completely refutes the FCC majority's contention that the regulation will pave the way for more competition among the networks. Actually, ANA contends, competition will be diminished and "monopoly" fed because a few powerful national advertisers "would substitute for the four highly competitive existing nationwide network organizations a monopolistic network of the larger stations".

ANA said, moreover, it wasn't concerned with the "fortunes of a particular medium of advertising." The advertiser wants to reach his exact market. Other media will benefit if radio's efficiency is deteriorated. And advertisers could reach their entire audience if radio is eliminated altogether.

That is the sort of challenge presented by the FCC's chain monopoly regulations. When the FCC minority, comprising Commissioners Craven and Case, predicted network broadcasting would be seriously crippled by the regulations, it caused the public (as well as most of the industry) some pause. But these officials were in the minority. When NBC and CBS repeatedly said the regulations would strike a death-blow to the existing radio structure, in the minds of many, they were simply pleading their own cases though the industry (or most of it) was jittery.

ANA words can't be brushed aside. The association knows whereof it speaks. Its argument should remove the last vestige of doubt about the impact of the time-option rule upon national radio advertising.

And heed ANA's final observation that the rule would render a "marked disservice to the public interest generally". The ANA points out that the whole structure of radio, with its emergent value to the people and the Government in wartime, is supported by the advertising dollar. That dollar thus takes on a broader aspect than its purely commercial use. It is radio's wherewithal for its war job.

These are potent arguments against the FCC's rules, and more particularly the time-option ban. The stakes are too big to risk a gamble. It isn't too late to change.

Points for Petrillo

SEVERAL QUESTIONS which need clarification have developed since James Caesar Petrillo appeared three weeks ago before the Senate Interstate Commerce Subcommittee [BROADCASTING, Jan. 18], investigating his ban on recorded music.

Perhaps Mr. Petrillo could explain to the Senate investigators why he vent his wrath on both CBS and the BLUE because of a local dispute in Pittsburgh [BROADCASTING, Jan. 25], involving WJAS and KQV, owned by H. J. Brennen. Although remote bands have been restored to both networks, the music chieftain didn't hesitate to "punish" millions of listeners of both CBS and the BLUE, to say nothing of the networks, by denying them dance band music simply because his Pittsburgh local and Mr. Brennen hadn't agreed on a new contract affecting two individual stations.

Mr. Petrillo might also clarify his stand on patriotism. When he pounded a Senate table and shouted that the AFM was "second to none in patriotism", he proudly asserted that his organization was spending from $25,000 to $50,000 a week to provide gratis service to the military.

Perhaps Mr. Petrillo would like to explain why he failed to tell the Senators that AFM members are collecting $25,480 annually from the War Dept. for entertaining men in combat zones through *Command Performances* [BROADCASTING, Jan. 25], while other talent, comprised of the top radio, movie, stage and concert stars, is donated. Petrillo's New York aide, H. J. Steeper, questioned by Committee Counsel Herbert M. Bingham, said he didn't believe AFM members were charging for *Command Performance* although he graciously ducked through a loophole by explaining that locals are autonomous where non-traveling bands are concerned. He'd check it, he said.

Officials of Los Angeles Local 47 AFM, whose members are paid $24.50 per man per program, pointed out that the fee, which totals $25,480 a year, had been approved by AFM national headquarters.

Mr. Petrillo and his members could give good example of their patriotism by contributing three hours weekly to *Command Performance* and asking the War Dept. to use that $25,480 a year to help eradicate the enemy. That $25,480 would pay for 200 Garand rifles, 20,000 rifle bullets, 200 bayonets, 200 helmets, 1,000 hand grenades, 200 trench knives (which our men in the Solomon Islands find most useful), 100 37-mm. high explosive shells, 100 anti-tank mines, 75 60-mm. trench mortar shells, 50 3-inch high-explosive shells and 158 20-mm. shells.

This formidable array of materiel could take care of a lot of enemies and the musicians would have the satisfaction of knowing that they not only entertained our fighting men but actually placed munitions in their hands.

Perhaps Senator Clark's subcommittee would like to recall Mr. Petrillo to clarify these questions.

Guestitorial

A PLUG-UGLY IS BORN

By GEORGE LEE MARKS
Production Manager
WOAI, San Antonio

"BE IT EVER so humble, there's no script like your own."

What a feeble defense, but what more can a continuity writer say, whose very life blood has been poured into a commercial announcement that moves merchandise off the shelf as fast as though it were about to be rationed?

How rude the awakening to have such potent copy labeled "plug ugly" when in reality it is the culmination of a dream, a vivid imagination, and represents hours of endless toil at the 42 keys, not counting the back spacer or shift key.

No radio man needs to be told what actually transpires behind the scenes in broadcasting. All know the thrill that comes once in a lifetime when Throckmorton Glitch decides on 20 ET spots a day to advertise his Cockroach Paste. From their little cubby holes a regiment of continuity writers look up pleadingly . . . hopefully in anticipation of the assignment. The coveted plum is tossed to the very bald-headed gagster who has temporarily laid aside his *Thesaurus of Humor* to peruse the sug-

(*Continued on page 35*)

We Pay Our Respects To —

CLEMENT LLOYD EGNER

TO KNOW the story of the growth of phonograph and record sales is to be familiar with the career of Clement Lloyd Egner, NBC vice-president and manager of the network's radio recording division.

Today, Lloyd heads an elaborate organization with headquarters in Radio City, New York, and principal branches in Chicago, Hollywood, and Washington, which now produces programs heard over 400 stations throughout the country and in many foreign nations. NBC Recording Division has grown from a tiny staff in 1934 to its present status with 45 in the sales, program and executive departments plus a score of technical personnel.

Born in Philadelphia Nov. 10, 1895, he was educated in the city's school system until he had completed his high school education. Business was his immediate objective and his first job brought him to Washington with the executive office of the Panama Pacific Exposition. There he met C. B. Zabriskie, president of the Pacific Coast Borax Co., and within a year young Lloyd was back in Philadelphia, working for Zabriskie's firm. Starting off as an accountant he was soon advanced to the sales division where he became district sales manager.

In 1917, he left the Borax Co. to join the old Victor Talking Machine Co., Camden, as a salesman. When the U. S. entered the war, Egner was soon a member of the Quartermaster Corps.

After the Armistice he returned to Victor as assistant manager of the traveling department—a sizeable accomplishment for a young man of 23. In 1921, he was named manager of the department, remaining until 1925 when he was shifted to Chicago as Victor central western manager. Two years later, he returned to Camden as assistant general sales manager.

In his years with Victor, Lloyd Egner watched the phonograph and record industry grow from a sideshow oddity into a major industry. The byproduct of Edison wizardry took its place as a major form of entertainment. But radio, an infant industry was growing fast and Lloyd Egner grasped the coordinate possibilities of radio and recording.

RCA acquired the Victor Co. in 1929 and Lloyd was shifted to Chicago as president of the Victor subsidary, Chicago Talking Machine Co. By 1931, he was back at Camden in charge of the RCA Victor record division; finally he was called to New York in 1934 as manager of NBC's radio recording unit.

Beginning with a small organization he has fathered this subsidiary to its present estate. In 1935 he introduced the NBC Thesaurus, a program transcription service, sold and used by stations in many parts of the world.

Although the Thesaurus is now a household name in the broadcast trade, many an anxious moment preceded its selection. Teaser announcements heralded the coming of the new service but a name had not been selected. Finally the day arrived and the deadline for the formal trade introduction was at hand. Frantic for a suitable title, Lloyd called for a copy of Roget's word *Thesaurus*. The treasure house meaning of the word appealed and Egner smiled.

As a reward for a tremendous administrative and sales job, Lloyd was given an NBC vice-presidency in 1940. This was a double satisfaction to his domestic partner, Mrs. E., whom he married in 1919. Together they share the joys of NBC Record progress in their Rye, N. Y., home where the NBC recording chief is attentive to his favorite sport, golf.

Personal NOTES

JAMES D. SHOUSE, vice-president in charge of broadcasting for WLW-WSAI, Cincinnati, Roger Baker, director of public relations, and Lou Sargent, in charge of specialty sales, attended the breakfast at the Drake Hotel in Chicago Jan. 25 which opened the meetings of the National American Grocer's Assn.

RICHARD ASH, formerly of WEST, Easton, Pa., has joined the recording division of WOR, New York, as sales representative.

DONALD W. THORNBURGH, Pacific Coast vice-president of CBS Hollywood, has been re-elected a director of Los Angeles Chamber of Commerce.

CORNWELL JACKSON, assistant deputy chief of the Hollywood radio bureau, OWI, is in Washington for three weeks of indoctrination.

MYRON K. ELGES, account executive of the BLUE Hollywood, has recuperated from a tonsil operation.

FOREST L. HENDERSON, for the last ten years traffic manager of All America Cables & Radio Inc., Commercial Cable Co. and Commercial Pacific Cable Co., associates of IT&T, was elected vice-president of All America at a meeting of the board Jan. 21. He will continue in his capacity as traffic head for the three companies. He is a member of the BWC Cable Committee.

LEE McCANNE, secretary and assistant general manager of Stromberg-Carlson Tel. Mfg. Co., Rochester, has been elected chairman of the sales managers' club of the Rochester Chamber of Commerce. He also has been named vice-president of the Rochester Electrical Assn.

ELMER L. FONDREN, publicity and promotion director of KLZ, Denver, on Jan. 30 was mustered into Army service as a private. He will be on limited service, because of below-normal eyesight.

JIM CANTWELL, after an absence of several years, has returned to CBS Hollywood, as art director. He succeeds William W. Tara Jr., resigned.

DON E. LAWS, commercial manager of CJOR, Vancouver, has been elected chairman of the advertising and sales bureau of the Vancouver Board of Trade.

JAMES A. BARBER, assistant manager of KGVO, Missoula, Mont., has been appointed to the public relations committee of the newly organized Community Council of Missoula, a coordinating organization for all community activities.

FRANK D. JOHNSON, of the commercial department of WFLA, Tampa, has enlisted with the Signal Corps. D. M. Brown, formerly with KLAK, Lakeland, has joined the WFLA commercial department.

RAY FERGUSON, new to radio, has joined the staff of WCLE, Cleveland, as salesman. Harold Kintner, also new to radio, replaces Beatrice Furdaus in the news room of WHK-WCLE.

W. JOHN DUNLOP, for the last 3½ years with the station relations staff of the Canadian Broadcasting Corp., Toronto, has been appointed commercial representative for the CBC at Toronto, succeeding Ron Johnson who recently joined the Royal Canadian Air Force as an administrative officer. Dunlop, before joining the CBC in September, 1939, had been with the U of Toronto administrative staff.

Kramer Promoted

MAX KRAMER, for many years assistant to Basil Brewer, publisher and radio station owner, has been named general business manager of Mr. Brewer's station WNBH, New Bedford, Mass., and his newspapers, *The New Bedford Standard-Times*, and the *Cape Cod Standard-Times*.

H. RUSS HOLT, commercial manager of WOLS, Florence, S. C., recently received the distinguished service key of the Florence Junior Chamber of Commerce for the most outstanding community service during 1942.

JOSEPH BLOOM, manager of Forjoe & Co., New York, station representative, is the father of a boy, born Jan. 22.

WILLIAM A. FAY, general manager of WHAM, Rochester, for 14 years, has been appointed to the board of directors of Stromberg-Carlson Tel. Mfg. Co.

BEHIND the MIKE

JACK M. SIMPSON, announcer of WSIX, Nashville, has reported for active duty in the Navy. Volunteering last November, he was placed on inactive duty until called up Jan. 21. Announcer Bill Round has been promoted to 1st Lieutenant in the Tennessee State Guard. New anouncer is Howard Byrum, formerly of WJZM, Clarksville, and WLBJ, Bowling Green, Ky.

HENRY MORGAN, comedian of his own five-weekly quarter-hour participation program on WOR, New York, has joined the Air Corps Reserve. Replacing him is Budd Hulick, former member of the team of Stoopnagle & Budd.

FREDERICK FREELAND, formerly of WOWO, Ft. Wayne and WHBC, Canton, has joined the staff of WJW, Akron, as production manager.

JAMES MAHONEY, for five years with Crossley Inc., New York, has joined the MBS sales promotion department as chief statistician. Louis Higgins, formerly of the art department of Oklahoma Publishing Co., has joined MBS sales to handle art and production.

MARIE HIGGINS of NBC's traffic department, is the first member of that division to join the WAACs. She was sworn in Jan. 20 and is awaiting call.

ELECTA ROBERTSON, program coordinator and traffic manager of WSAV, Savannah, was married recently to Howard J. Hoffman, formerly of New York, now in the 85th Coast Artillery Anti-Aircraft.

GEORGE REEVES, former sports announcer of WSIX, Nashville, has joined the announcing staff of WSAV, Savannah.

VERNAN (Duke) LIDYARD, has joined the announcing staff of WHK-WCLE, Cleveland, after working on the production staff of CBS New York and freelancing for various Cleveland stations; he replaces Francis Pettay, who has moved to California. Milli Scanlon, announcer, has been made president of Lakewood Little Theatre Curtain Club.

JACK LAFFER, announcer of WJR, Detroit, has reported to Wichita, Kan. for induction into the Army. Bob Longwell, formerly of WCAR, Pontiac, Mich., replaces him.

OLIN TICE, former staff announcer of WBT, Charlotte, has joined WJSV, Washington, as announcer.

KAY OWSLEY, WBT continuity editor, was married recently to Sgt. Thomas S. Glass, Tulane law school graduate.

CPL. FRED HAYWARD, former WBT production man, is attending Officers Candidate School at Ft. Benning, Ga.

NORMAN PAUL, former sports writer, and Francis Forrest, recently with the radio division of the National Foundation for Infantile Paralysis, have joined the CBS publicity department.

MRS. JANET FRANKE, traffic manager of KYA, San Francisco, has been promoted to program manager, replacing Ed Roundtree, who is training for a Naval commission.

Joe Hasel To Army

FIRST of the top network sports announcers to go into the Army is Joe Hasel of WJZ, New York, BLUE outlet, who was inducted Jan. 27. At the time he was called, Mr. Hasel was doing short wave work for the War Dept. and was to be appointed consultant-assistant to the Secretary of War.

CLANCY GREEN has been elevated to transcription department manager of KNX, Hollywood. He succeeds Gene Dilthey, resigned.

NEAL REAGAN, announcer-news editor of KFWB, Hollywood, has been signed to a Columbia Pictures Corp. contract and will be featured in a Navy background film. He is the brother of Lt. Ronald Reagan, film star and former announcer.

We admit this is more than somewhat absurd. But hardly more so than attempting to cover the rich ($350,000,000 in buying power!) Roanoke-Southwest Virginia market with "outside" stations. Engineering measurements prove that WDBJ is the only station that "comes in clear" at all times in all of this area's 120,348 radio homes. Try a few spots on WDBJ, and see for yourself what that means in results!

ROANOKE WDBJ VIRGINIA
CBS Affiliate . . 960 K.C.
5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

N. RAY KELLY, former NBC producer, has been appointed assistant production manager for the NBC Eastern division in charge of dramatic shows.

TOM MURRAY, farm editor of WHAM, Rochester, is the father of a boy, born Jan. 18.

BRUCE GRANT, news commentator of KSO, Des Moines, leaves shortly for military service. Other KSO employes entering the armed services are: Charles McCuen, announcer, and Bill Hippee, news editor, to the Army; Dick Covey, announcer, to the Air Forces.

FLETCHER MARKLE scriptwriter of the Canadian Broadcasting Corp., Vancouver, who has joined the Royal Canadian Air Force, has been assigned to the public relations staff as scriptwriter and announcer at Ottawa.

GORDON WILLIAMSON, Western Canadian sports announcer, has joined the Royal Canadian Air Force and is attached to the public relations staff at No. 1 Training Command, Toronto, as corporal.

JULIUS LEAVITT, former announcer of the Canadian Broadcasting Corp., Montreal, is now a corporal in the Royal Canadian Air Force, stationed at the Manning Depot, Lachine, Que.

FLYING OFFICER Marcel Beauregard, of the Royal Canadian Air Force, has just returned from overseas where he was French-Canadian public relations officer at RCAF overseas headquarters. He is taking part in the weekly RCAF program *En Plein Vol* from Montreal.

CHARLES BATTERS, announcer of WFBL, Syracuse, has joined the staff of WRC, Washington.

DON CORDRAY, announcer of WNEW, New York, who recently joined the Army, will attend Officers' Candidate School. His wife has joined the WAAC.

HARRY B. FLEETWOOD, formerly of WCAM, Camden, N. J., has joined the announcing staff of W49PH, FM adjunct of WIP, Philadelphia.

JOHN FRANKLIN, former announcer of WCAU, Philadelphia, has been promoted to Captain in the Army. He is stationed at Camp Croft, S. C.

ALAN FREED, formerly of WKST, New Castle, Pa., has joined the announcing staff of WIBC, Philadelphia, replacing Fred Wieting, who reports to the Navy for officer's training.

JACK STECK, public relations director of WFIL, Philadelphia, has been assigned the production of the Philadelphia Club of Advertising Women's annual show, scheduled for Feb. 26.

GRANT HOLCOMB Jr., news editor of KPRO, Riverside, Cal., has been appointed station program director.

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

BACK TO THE MIKE goes Foster May, former WOW special events director who was defeated by Sen. Kenneth Wherry, along with veteran Sen. George Norris in the recent Nebraska elections. Sponsor, signing for Sunday news commentary on KSO, Des Moines, with a repeat on WMT, Cedar Rapids, is Haskin Bros. & Co., Omaha (soap). Arranging the show are (l to r): Victor Horn, Haskin's general manager; Ted Enns, Cowles sales manager; Mr. May.

ROBERT ARDEN, Hollywood news analyst, has started a weekly quarter-hour sustaining feature, *America Looks Abroad*, on NBC Pacific Coast stations.

ESTHER CHRISTIAN, formerly of KGIR, Butte, KFPY, Spokane, and KRLC, Lewiston, Ida., has become traffic manager of KGVO, Missoula, Mont., replacing Helen Faulkner.

KIRBY CUSHING, who formerly handled news, sports and special events for NBC, now conducts a six-weekly news period on WNEW, New York, titled *The Washington Desk.*

WALTER TETLEY, who portrays Leroy on the weekly NBC *The Great Gildersleeve*, has a spot in the MGM film, "Eyes in the Night".

MIDGE LEE, reporter on the *Elwood City Ledger*, has been appointed director of WJLS, Beckley, W. Va. and Fred Yatto and Joe Girandola, NBC page boys, have joined the announcing staff of WJLS.

GEORGE BAUER and Lu Bartlow, have joined the news staff of KXOK, St. Louis.

KEN HOUSEMAN, program director of WEIM, Fitchburg, Mass., is father of a boy.

JACK MYERS of the guest relations staff of the BLUE has been named night assistant in the BLUE announcing department, replacing William Elwell, who resigned to become program manager of WKIP, Poughkeepsie.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

JAMES SOUTAR, chief draftsman of the BLUE research staff, joined the Army last week, and Walter B. Hervey Jr., circulation analyst of the staff, entered Officers' Training School Feb. 1. Thelma Brandt, formerly of the Bell Telephone Co., Detroit, succeeds Hervey. Mrs. Brandt is the wife of Otto Brandt, of the network's station relations staff.

STEWART DILLON has joined the staff of WMAM, Marinetta, Wis.

MRS. JOHN M. GILBERT II, formerly of WBRK, Pittsfield, Mass., has joined the continuity staff of WNBC, Hartford.

JERRY SOESBEE, formerly of WSUN, St. Petersburg, Fla., has joined the announcing staff of WPTF, Raleigh, N. C.

WALTER KANER, director of publicity and special features of WLIB, Brooklyn, originated the idea for the USO's current "stamps for servicemen" campaign, a drive to enlist stamp collectors in contributing their extra stamps and stamp collecting equipment to servicemen.

RICHARD GOGGIN, producer of *Personality It's Off the Record*, on WABC, New York, has left the station to enter the Coast Guard. He is stationed at New London.

CHARLOTTE WOLF, formerly of WTTM, Trenton, N. J., has joined the continuity department of WINS, New York, replacing Betty Marks, now with CBS.

CHARLES MacDOUGALL, former executive in BBDO's San Francisco office, has been named manager of that branch, succeeding the late R. L. Hurst.

JOHN MacDONNELL, until recently director of *Keep Working, Keep Singing, America*, CBS series sponsored by E. R. Squibb & Sons, handled by Geyer, Cornell & Newell, New York, has been named radio director of the United Nations information office, New York, a clearing house for information about the United Nations. Mr. MacDonnel is secretary of the Radio Director's Guild, New York and was formerly associated with the London office of J. Walter Thompson Co., and with BBC and CBC.

LOIS LORRAINE, recently resigned as publicity representative for WEAF, New York, has resumed her own public relations business. She is assisted by Tor Danley, formerly assistant sales service manager of CBS.

School for Announcers Begun in Philadelphia

ANNOUNCERS' training school, conducted jointly by Philadelphia Local 28, American Communications Assn. and Committee of Philadelphia Station Operators, began Jan. 26 in the studios of WHAT with class of 25 selected candidates. Upon completion of ten-weeks' course graduates will be taken into the union and will be eligible to work on Philadelphia stations.

Organized by Joe Dillon, veteran Philadelphia announcer and union president, classes will include courses in microphone technique, diction and salesmanship and lectures by Philadelphia broadcasting and advertising executives. Candidates will be given practical experience on various stations. Local 28 already has underway a school for radio technicians and engineers, which was organized by Charles C. Smith. Samuel R. Rosenbaum, president of WFIL, is chairman of the station operators' group.

DODGED TORPEDO

NBC Guide Was Crew Member Of Freighter

DODGING an enemy live torpedo while awaiting its explosion is an experience through which Harrington Crissey, 23, member of the NBC guide staff in New York, not only lived but escaped unharmed.

A crewman on an American freighter which was torpedoed, Mr. Crissey was on the deck of the sinking ship when a second torpedo landed on the deck and rolled around. He leaped aside, then waited for the inevitable explosion. In a moment, however, he recovered and got in the only sound lifeboat. He was picked up 11 hours later by an American vessel.

His days at sea are over. The Navy discovered that Mr. Crissey is colorblind.

EDWARD R. DUNNING, sales representative of WINS, New York, has entered the Naval Reserve midshipmen's school at Northwestern U.

JOE HAZEL, sports commentator of WJZ, New York, has reported to Camp Upton, N. Y. for Army duty.

DAVE BASCOM, formerly with "Awful Fresh" MacFarlane, candy manufacturer of San Francisco, has joined KLX, Oakland.

HEPBURN ARMSTRONG, Bob Sweeney and Bill Martell have joined the news staff of KSAN, San Francisco.

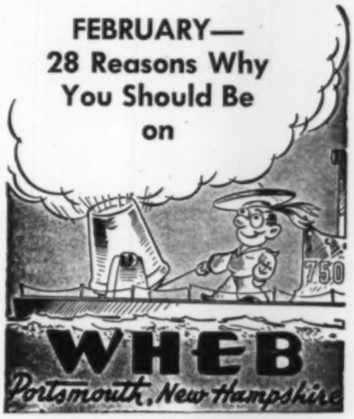
DONALD KEITH CURRLIN, announcer of KGO, San Francisco, recently was commissioned an ensign in the Navy. He has been replaced by Frank R. Cady, formerly of KYA, San Francisco and KGDM, Stockton.

VERNE WILSON, chief announcer of KYA, San Francisco, recently became the father of a girl.

JACK B. PEIX, former director of public relations and executive assistant to the general manager of the Institute of Distribution, New York, has joined Campbell-Ewald Co., New York.

MYRON DUTTON, Hollywood writer-producer, has withdrawn from the radio production staff of Orson Welles, returning to the Biow Co., that city.

BILL HAWORTH, former narrator on the Mutual sustainer, *This Is the Hour*, has been given announcing assignment on the six-weekly quarter-hour *Norman Nesbitt — News*, sponsored by Studebaker Sales Corp., on 33 Don Lee Pacific stations. Carleton Kadell takes over Haworth's former duties.



Nat. Rep.: The Walker Company
Boston: Bertha Bannan

ARE YOU AN OLD FOGY ABOUT DRUGS?

IF YOU'RE a drug advertiser, do you judge the farm market in terms of metropolitan areas?

Are you overlooking the fact that *most* people (big-city and small-town alike) spend most of their money right in their own neighborhoods? Are you forgetting that it's in the corner drug store, the neighborhood grocery, where people invariably buy when influenced by advertising?

For example, the farm people in the No. 1 Farm Market *prefer* shopping in the 1,463 small towns—or "neighborhoods"—where it is easiest for them to go and where they feel most at home.

This is especially true of drug stores. In the KMA area, the local drug store is an institution. The druggist himself is a personal friend of his customers. So it really isn't surprising that the 1,685 KMA drug stores normally do a business of $30,948,000 a year. (Compare that, for example, with Cleveland's 467 drug stores and $14,447,000 in sales, and you'll see how big the KMA drug market really is!)

It's *easy* to get your share of the big drug business in the KMA area. For complete details, write for *your* copy of the KMA Atlas of Wholesale and Retail Druggists.

KMA
BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Buffalo's Most Powerful Transmitter Plant

GIVES

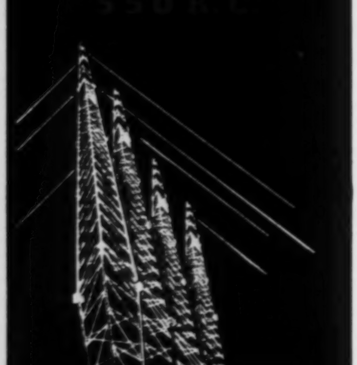
WGR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL 550 K.C.



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

EZRA STONE, formerly star of the weekly NBC *Aldrich Family*, sponsored by General Foooods Corp. and Sara Seegar, also formerly on that program, were married in Washington Oct. 5 last, it was revealed recently. Stone, now a master sergeant in the Army, currently is appearing in Irving Berlin's stage production "This Is the Army".

JACK SLATTERY, Hollywood announcer, has been assigned to the thrice-weekly quarter-hour CBS *Harry James & His Music Makers*, sponsored by Liggett & Myers Tobacco Co.

DAVID STARLING, former announcer of KFI-KECA, Los Angeles, now in the Army, has been commissioned a second lieutenant. He is stationed at Camp Roberts, Cal.

MAURY RIDER, former program director of KIRO, Seattle, has joined the BLUE Hollywood, as special events director. He replaces Clete Roberts, who has reported to Phoenix Junior College for training as an air cadet.

ED KUSHINS, announcer of KROW, Oakland, has been inducted into the Army.

VIOLET CAVETTE, commercial traffic manager of KHJ, Hollywood, and Scott Darling, film writer, were married in that city recently.

VERNE CRAWFORD, former announcer of WFIO, Philadelphia, has joined KHJ, Hollywood, in a similar capacity.

TONY LA FRANO, announcer of KHJ, Hollywood, has been given that assignment on the weekly half hour program, *Romance of the Highways*, sponsored by Pacific Greyhound Bus Lines on 33 Don Lee Pacific stations.

PETER STURSBERG, Canadian Broadcasting Corp. reporter, has been posted with the CBC overseas unit in Great Britain. He joined the CBC national news bureau at Vancouver late in 1940; before that he had served on Vancouver and Victoria, B. C. newspapers.

MRS. PAT NEILSON has joined CJOR, Vancouver, as continuity writer.

EVA NELSON has joined the commercial department of CKMO, Vancouver.

FRANK FLEMING, program manager of CJAT, Trail, B. C., formerly with CFAC, Calgary; CFJC, Kamloops, B. C.; CKMO and CKWX, Vancouver, recently married Dale Cherchas of Trail, B. C.

SAM MOLEN, sports director of WCHS, Charleston, W. Va., is now handling sales promotion and publicity as well.

CHARLIE TEAS, sports announcer and salesman of KOB, Albuquerque, N. M., has been shifted to the announcing staff, while continuing his evening sportscast.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

"GOOD LUCK, BUDDY," these four staff members of WGN, Chicago, wish each other on the eve of their departure for military service. Latest batch of station employes to go into armed service include (l to r) Bob Cline, sound dept., who goes to the Army; Jerry Moudry, transcription, to Navy Air Corps; William Donohue, page, Army Air Forces; Wayne Dankowski, news room, Navy Air Corps.

New Script Service

TOM DOLAN, recently inducted into the Army and formerly of WMAL, Washington, and Ruthrauff & Ryan, St. Louis, has started a new script service for sports reviews and variety shows. Ten stations and five newspapers are carrying the 26-week series of two-minute scripts, titled *Sport Stars in Service*. Dolan is stationed at Scott Field, Illinois.

DAN McCULLOUGH resigned from the announcing staff of WOR, New York, to enter the navigation school of an airline company. John D. Seymour replaces him.

PAUL RIDGELY, assistant in the House Radio Gallery of Congress, has been elected president of the senior class of the Capitol Page School.

MELVIN SPIEGEL, of CBS press department and previously associate editor of *Movie-Radio Guide*, has been appointed CBS trade news editor. He succeeds Ralph J. Gleason, who is joining the overseas branch of the OWI as a field representative.

JACK RATHBUN, program director and baseball announcer of WJHP, Jacksonville, Fla., has been made war program manager. Don Bell, of the nouncing staff, has been made musical director. Lamarr Morgan, new to radio, has joined the announcing staff.

EVA LEE DAVIS has been appointed program director of KTHS, Hot Springs, succeeding A. M. Hiryak.

GLEASON KISTLER, program director of WKBB, Dubuque, Ia., has joined the staff of WISH, Indianapolis.

WHKY
HICKORY
NORTH CAROLINA

5,000 WATTS DAY
1,000 WATTS NIGHT

For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood

1290 KC BLUE NETWORK

MAJOR TRANSFERS IN KPO PERSONNEL

PROMOTIONS and major shifts within the KPO-NBC San Francisco organization, announced by John W. Elwood, general manager, result in an all-girl KPO traffic and sales traffic department.

Fay Pattee Smith has been named traffic and sales traffic supervisor, with Mary Jane Porter her assistant. With a staff of feminine aides the traffic department becomes an all-girl organization. Last male members were Harold Haklik, now in the Army, and his assistant, Lon King, in the Army Air Forces.

Robert R. Seal, KPO program manager, transfers to the program department of NBC's Hollywood studios. Ray Buffum, who has written and produced the Wesson Oil & Snowdrift Co. *Hawthorne House* becomes KPO program manager. Floyd Farr, supervisor of announcers, is assistant to the program manager in addition to his present duties.

William E. Shea Jr., KPO press department manager, is transferred to the production department. Louise Landis of the press department becomes its head. Most of the changes were to take effect Feb. 1.

Radio Saves Lives

KSAL, Salina, Kan., has been commended by a Salina Air Base Wing Commander for saving the lives of ten men and a $300,000 bomber in December. Bound westward from the Atlantic Coast, the bomber, so short of gasoline that two of its motors had already quit, was unable to locate the Salina base due to a low ceiling. At the request of the Wing Commander, KSAL went on the air a half-hour before schedule, enabling the ship to locate its base through the station's signal.

'JUNIOR MISS' PLEASES MISSES

Magazine Poll Shows Program Is Favorite With Schoolgirls; Lists Leading Radio Talent

FAVORITE radio programs and stars of 'teen age girls are listed in returns of a poll taken by *Calling All Girls* magazine among 3,000 readers, heavily weighted by 12-16-year-olds.

First place among programs went to *Junior Miss*, with 338 votes. Other program leaders were: *Lux Theatre*, 239; *Maudie's Diary*, 217; *Hit Parade*, 213; *Red Skelton*, 200; *Aldrich Family*, 190; *A Date With Judy*, 127; *Bob Hope*, 90; *Kay Kyser*, 82. Ballots mentioned 249 programs, with 40% of the votes going to the five leading programs and 160 others receiving one or two votes.

Red Skelton, with 18.8% of the votes, received the approval as the girls' favorite radio star. He had 516 votes. Other leading radio entertainers were: Bob Hope, 334; Shirley Temple, 268; Jack Benny, 174; Ezra Stone, 159; Bing Crosby, 101; Kate Smith, 83; Kay Kyser, 74. Votes were cast for 190 stars, 127 receiving one or two votes.

Ballot was printed in an issue of *Calling All Girls* and covered radio, movies, books, cosmetics, candies, drinks and other products, rating each by brand name.

WPB Official Warns Of Further Paper Cut

WARNING of probable further cuts in newsprint and zinc as war conservation measures, Donald J. Sterling, consultant to the chairman of the WPB newspapers and publishing industries committee, on Jan. 29 told the Kentucky Press Assn. at Louisville that the Dec. 31 newsprint cut of 10% was "a relatively gentle one".

"As the war continues there may be a subsequent order, or orders, which will be more drastic," he declared, adding there "is no chance of maintaining paper production at recent levels, let alone the high levels of 1941-42." Mr. Sterling estimated a decrease of 20% in paper pulp available in 1943. Referring to suspension last year of 63 dailies, he asserted: "This year's chapter remains to be written".

Pointing out that effective Feb. 15 zinc will be restricted 50%, Mr. Sterling recommended the use of smaller and thinner cuts.

ARTICLE titled "Radio Broadcasting, A New Industry Plays Vital War Role", appears in the winter number of *The Index*, quarterly publication of the New York Trust Co.

A Plug-Ugly Is Born

(Continued from page 30)

gested commercial copy for "Sure-Grow" hair tonic.

He crumples into their respective folders the broadsides, circulars and advertising material on such diversified subjects as "Woman and the Home", "Make the Fly at the End of Your Hook Do the Job", "Diet Problems of the Horse, Man's Best Friend" and "Are Your Hens Making Shells for Defense". His desk is cleared for action . . . and in his creative mind Throckmorton Glitch's Cockroach Paste becomes the focal objective.

Our continuity writer understands that unless every viewpoint is considered and proper psychology is applied, a commercial "spot" will not produce the desired results. Therefore he slouches from corner to corner on all fours in an attempt to acquaint himself with the environment and psychology of the Cockroach.

That accomplished, our scripter returns to his desk to concentrate on the angles necessary to influence the "discriminating housewife". After considerable thought in his falsetto, the embryonic Chaucer carefully pulls from his typewriter the manuscript that will tell the world about Throckmorton Glitch's Cockroach Paste . . . "It fells as it smells."

Now to the production department. Over four cups of coffee and two orders of doughnuts the production manager, sound effects man, continuity writer and traffic manager (the last-named only because he wanted the coffee) put their heads together for the task of embellishing the script with waves of diffused sound. Finally a series of weird noises are designed to depict the various stages of a cockroach's approach to the kitchen. These culminate in the sound effect of a light being switched on (assuming that the switching on of a light sends the little creatures scurrying across the floor).

The new electrical transcriptions are widely distributed. All over America lights are being switched on following which a benevolent deep bass voice sings "It fells as it smells". Sales boom! Housewives beat a path to the door. The dealer rushes orders. The continuity writer, production manager and sound effects man are congratulating each other (not by telegram, however, which is strictly prohibited) while Throckmorton Glitch, overcome by the sudden success, sends each of the radio boys a case of "Glitch's Cockroach Paste".

The world is bright . . . then from the pages of a well circulated periodical come the words "Plug Ugly" . . . mounting in a crescendo of criticism. Although aimed at radio in general, the poisoned darts find their way to those upon whose broad shoulders the responsibility must fall. The gloom is not dispelled even though Mr. Throckmorton Glitch barges in excitedly to announce that the tirade against "Plug Uglies" has upped his sales 200%. An opportunist, Glitch is certain that the time is ripe to launch his "Monkey No Flea" powder. What a "plug ugly" such a product could inspire!

The continuity boys, however, are still smarting under the lash of criticism. They reflect a moment on the "Monkey No Flea" product and all its implications. The boys exchange knowing glances and then in a body march to the Navy Recruiting Office. Their draft numbers are coming up next week anyway. And so, a "plug ugly" dies aborning.

There is an oft-bruited moral applicable to this saga. "You don't have to be crazy to be in radio . . . but it helps."

BALTIMORE'S BLUE NETWORK OUTLET

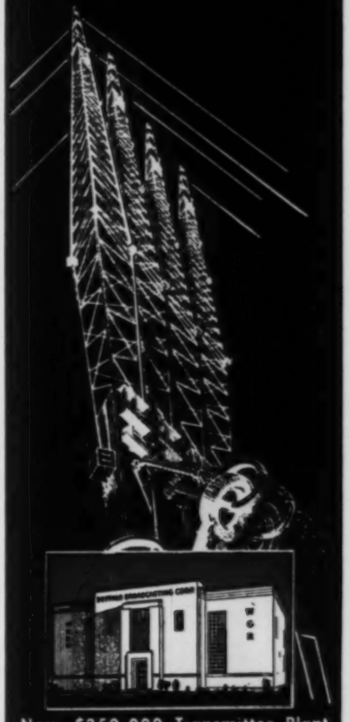
WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

WFBL for Central New York

SYRACUSE • 5,000 watts • CBS

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives



Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo's only 50,000 WATT STATION

Blanketing 11 Eastern Seaboard States
227,000 Square Miles
Over 12,000,000 people

BASIC COLUMBIA 1520 K.C.

New $350,000 Transmitter Plant
BUFFALO BROADCASTING CORPORATION

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WKZO, Kalamazoo

Atlas Brewing Co., Chicago, 5 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Laxative Senna), 5 *ta* weekly, 16 weeks, thru Sherman & Marquette, Chicago.

P. Duff & Sons, Pittsburgh (Duff's Mixes), 4 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Ex-Lax Inc., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

Fashion Frocks, Cincinnati, 3 *sp* weekly, 4 weeks, thru Franklin Bruck Adv. Corp., N. Y.

Foley & Co., Chicago (Proprietary), 6 *sp* weekly, 40 weeks, thru Lauesen & Salomon, Chicago.

Murphy Products Co., Burlington, Wis. (stock feeds), 5 *sp* weekly, 13 weeks, thru Wade Adv. Agency, Chicago.

Voice of Prophecy Inc., Los Angeles (religious), 1 *sp* weekly, 1 year, thru Geo. C. Hoskin Assoc., Chicago.

Willard Tablet Co., Chicago (stomach tablets), 3 *sp* weekly, thru First United Broadcasters, Chicago.

WFAA-WBAP, Dallas-Fort Worth

Chase Candy Co., St. Joseph, 26 *ta*, thru Potts-Turnbull Adv. Co., Kansas City.

Davis Hat Co., Dallas, 13 *sp*, thru Grant Adv., Dallas.

Reader's Digest Assn., Pleasantville, N. Y., 3 *sa* weekly, thru BBDO, N. Y.

B. F. Sumerour Seed Co., Morcross, Ga. (Sumercur's Hi-Bred cotton seed), 26 *sa* thru Burton E. Wyatt & Co., Atlanta.

Seeck & Kade Inc., New York (Pertussin cough remedy), 120 *t*, thru Erwin, Wasey & Co., N. Y.

American Snuff Co., Memphis (Garrett's Snuff), 260 *t*, thru Simon & Gwynn, Memphis.

Fant Milling Co., Sherman, Tex. (flour, baking powder), 300 *ne*, thru Couchman Adv. Agency, Dallas.

Quaker Oats Co., Chicago (Ful-O-Pep feeds), 26 *t*, thru Sherman & Marquette, Chicago.

KTHS, Hot Springs, Ark.

Beeman's Lab., Atlanta (B-Q-R cold tablets), 104 *ta*, thru Harvey-Massengale Co., Atlanta.

Block Drug Co., Jersey City (Gold Medal capsules), 522 *ta*, thru J. Walter Thompson Co., N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Brown's Mule chewing tobacco), 312 *ta*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.

Hulman & Co., Terre Haute (Clabber Girl baking powder), 260 *sa*, thru Pollyea Adv., Terre Haute.

Shuptrine Co., Savannah, Ga. (Tetterpine), 156 *sa*, thru Harvey-Massengale Co., Atlanta.

E. Myers Lye Corp. (Merry War Lye), 156 *ta*, thru Duane Jones Co., N. Y.

KSTP, St. Paul

General Cigar Co., New York, 26 *sp*, thru Federal Adv. Agency, N. Y.

Bulova Watch Co., New York, 626 *sa*, thru Biow Co., N. Y.

Carter Products, New York (Little Liver pills), 365 *sa*, thru Ted Bates, N. Y.

McKesson & Robbins, Bridgeport, Conn. (Calox), 51 *sa*, thru J. D. Tarcher & Co., N. Y.

Phillips Petroleum Co., Bartlesville, Okla., 156 *ne*, thru Lambert & Feasley, N. Y.

Paul F. Beich Co., Bloomington, Ill. (candy), 52 *sa*, thru Arthur Meyerhoff & Co., N. Y.

National Biscuit Co., New York, 26 *sp*, 312 *sa*, thru McCann-Erickson, N. Y.

Gamble Stores, Minneapolis (dept. store), 624 *sa*, thru BBDO, N. Y.

KPO, San Francisco

Acme Breweries, San Francisco, 4 *sp* weekly, thru Brisacher, Davis & Staff San Francisco.

Meyenberg Milk Products Co., San Francisco (dairy products), weekly *sp*, thru M. E. Harlan Adv., San Francisco.

Pan-American Coffee Bureau, New York, 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.

Langendorf United Bakeries, San Francisco, 202 *ta* and *sa*, thru Ruthrauff & Ryan, San Francisco.

Durkee Famous Foods, Chicago (Troco-Margarin), 3 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland, Cal.

Golden State Company Ltd., San Francisco (Golden V vitamin milk, 3 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), weekly *sa*, thru Newell-Emmett Co., N. Y.

Procter & Gamble, Cincinnati (Duz), 2 *sa* weekly, thru Compton Adv., Agency, N. Y.

Vick Chemical Company, Greensboro, N. C. (Vick's Inhaler), 3 *sa* weekly, thru Morse International, N. Y.

Continental Baking Corporation, New York, 5 *sa* weekly, thru Ted Bates Inc., N. Y.

Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 3 *sa*, thru J. M. Mathes Inc., N. Y.

National Funding Corp., Los Angeles (Seaboard Finance loans), 4 *ne* weekly, thru Smith & Bull, Los Angeles.

Thomas Leeming & Co., New York (Baume Bengue), 6 *sa* weekly, thru William Esty & Co., N. Y.

KECA, Los Angeles

Piso Co., Warren Pa. (proprietary), 2 weekly *sa*, thru Lake-Spiro-Shurman, Memphis.

Beneficial Casualty Co., Los Angeles (accident insurance), weekly *sp*, thru Stodel Adv. Co., Los Angeles.

Murine Co., Chicago (eye drops), 5 weekly *ta*, thru BBDO, Chicago.

Broadway Department Store, Hollywood, weekly *sp*, thru Lee Ringer Adv., Los Angeles.

California Federal Savings & Loan Assn., Los Angeles (finance), 7 weekly *ta*, thru Elwood J. Robinson, Los Angeles.

Goodyear Service Stores, Los Angeles (auto accessories). 5 weekly *t*, direct.

Western Auto Supply Co., Los Angeles (auto accessories), 5 weekly *ne*, thru Dan B. Miner Co., Los Angeles.

KNX, Hollywood

American Chicle Co., Long Island City, N. Y. (chewing gum), 35 *sa* weekly, thru Grant Adv., Chicago.

Campbell Cereal Co., Northfield, Minn, (Malt-O-Meal), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

Lever Bros. Co., Cambridge, Mass. (Rinso), 6 *ta* weekly; on Feb. 1 increased to 13 *ta* weekly, thru Ruthrauff & Ryan Inc., N. Y.

Kelite Products Inc., Los Angeles (Kenu cleanser), 3 *sp* weekly, thru Little & Co., Los Angeles.

KHJ, Hollywood

Piso Co., Warren Pa. (proprietary), 3 weekly *sa*, thru Lake-Spiro-Shurman, Memphis.

Thomas Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, thru Wm. Esty & Co., N. Y.

Ex-Lax Inc., Brooklyn, 5 *ta* weekly, thru Joseph Katz Co., N. Y.

Bohemian Distributing Co., Los Angeles (Acme beer), 13 *ta*, 3 *t* weekly, thru Brisacher, Davis & Staff, Los Angeles.

WEAF, New York

F. & M. Schaefer Brewing Co., Brooklyn, 3 *sp* weekly, 13 weeks, thru BBDO, N. Y.

H. C. Bohack Co., Brooklyn (vegetables, fruits), 5 *sa* weekly, 13 weeks, thru E. M. Freystadt Associates, N. Y.

General Baking Co., New York, 10 *sa* weekly, thru BBDO, N. Y.

Hill Brothers Co., New York (muffin, cake mixes, canned fruit roll), 5 *sa* weekly, 52 weeks, thru Biow Co., N. Y.

Drygoods Retailers Inc., New York (Ruby Lane stores), 5 *sa* weekly, 52 weeks, thru Neff-Rogow Inc., N. Y.

WJZ, New York

Minwax Co., New York (Preen floor wax), weekly *sa*, thru R. T. O'Connell Co., N. Y.

Lever Bros., Cambridge, Mass. (Rinso), 12 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

General Baking Co., New York 6 *ta* weekly, thru BBDO, N. Y.

WMAQ, Chicago

P. Duff & Sons, Inc., Pittsburgh (waffle-mix), 4 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Sales 37% Higher On 4 Blue Outlets

Largest Increase Over 1941 After Net Separation

GROSS TIME sales of the four BLUE stations represented by the network's national spot sales department were 37% higher in 1942 than in 1941, Murray B. Grabhorn, BLUE national spot sales manager, disclosed last week.

The individual increase in billings this year over 1941 for each station was WJZ, New York, 34.5%; WENR, Chicago, 41.5%; WMAL, Washington, 18.6%, and KGO, San Francisco, 73%.

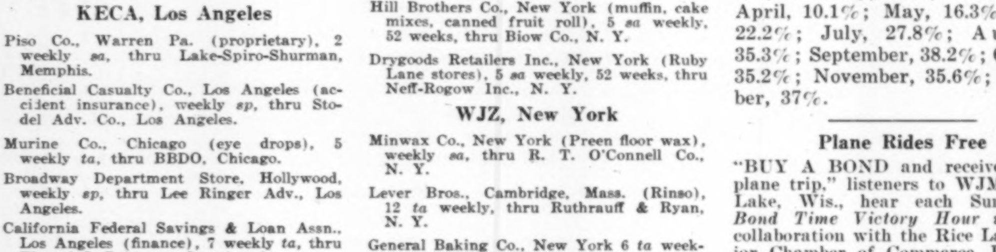
Blue Took Over Feb. 1

According to Mr. Grabhorn, the increase in time sales is doubly significant in view of the fact that up until Jan. 31, 1942, the four stations were represented in the national spot field by NBC's spot sales department. On Feb. 1, responsibility for national representation was shifted to BLUE spot sales with the changeover in line with the setting-up of the BLUE as a separate organization from NBC.

The cumulative percentages of increases for the four stations, month by month, in 1942 as compared to 1941 follows: January, 2%; February, 4.6%; March, 8.3%; April, 10.1%; May, 16.3%; June, 22.2%; July, 27.8%; August, 35.3%; September, 38.2%; October, 35.2%; November, 35.6%; December, 37%.

Plane Rides Free

"BUY A BOND and receive a free plane trip," listeners to WJMC, Rice Lake, Wis., hear each Sunday on *Bond Time Victory Hour* aired in collaboration with the Rice Lake Junior Chamber of Commerce. Listeners may purchase a War Bond of any denomination at the nearest bank and receive a ticket for a free plane ride. The Civil Air Patrol provides the planes and gas.



ALERT!
The Pacific Northwest is on its toes in more than one way these days. War production? You bet! Tons and tons of it! Civilian defense? We ain't kiddin'! Armed forces? Oodles of 'em! Anything you tell us on the radio won't simmer either . . . it'll get action!
PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Agency
Z NET The Walker Company

Radio Advertisers

AMERICAN-JEWISH Broadcasting Co., Los Angeles, on Jan. 31 started sponsoring a weekly 60-minute program, *American-Jewish Hour*, on KWKW, Pasadena. Schedule will be increased to thrice-weekly March 3. With broadcast of May 30 the schedule increases to five per week. Contract is for 52 weeks. Placement is through Dean L. Simmons, Hollywood.

BU-TAY PRODUCTS Inc., Huntington Park, Cal. (Rain Drops water softener), on Jan. 21 started using 49 time signal announcements weekly on KFVD, Los Angeles. Contract is for 13 weeks. Firm also uses participation in *Homemaker's Club* on KHJ, that city. Agency is Glasser-Gailey & Co., Los Angeles.

CORSETORIUM, chain of corset shops in Brooklyn, entered radio for the first time Jan. 20 with a ten-day test campaign on WLIB, Brooklyn, using 20 spot announcements. A. W. Lewin Co., New York, handles the account.

MARSHALL MOTOR Co., Chrysler-Plymouth dealer, Salina, Kan., has signed an uncancelable contract for nearly 1,000 announcements plus sponsorship of *The Johnson Family* on KSAL, Salina.

KIRKMAN & SON, division of Colgate-Palmolive-Peet Co., Jersey City, N. J., will shift *Can You Top This* on WOR, New York, from Tuesday, 8-8:30 p.m. to Wednesday, 7:30-8 p.m. on Feb. 3. Newell-Emmett Co., New York, handles the account.

WANT A GENERAL PICTURE OF MAJOR (Ky.)?

We have no wish to malign Major (Ky.)—but where buying power is concerned, Major will probably never be out of the buck private class! Fact is, the only four-star market in the whole State is the Louisville Trading Area—with 35.5% *more* buying power than the rest of Kentucky *combined!*..To reach all 242,077 radio homes in this market, you need only WAVE—the-lowest-cost-complete-coverage station in the whole trading area!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

Duff Planning Drive

RADIO time to blanket 32 major markets, as well as weekly ads in 200 newspapers are planned by P. Duff & Sons, Inc., for Duff's Waffle Mix, the company announced last week in describing aggressive plans for promoting Duff's Mixes as a war food substitute. Station list was not revealed. Bothwell Adv., Pittsburgh, is the agency.

DOUGLAS AIRCRAFT Corp., Santa Monica, in an employment campaign starting Jan. 24, is using a weekly schedule of 42 transcribed one-minute announcements each on KFAC KFVD KMPC. Essig Co., Los Angeles, has the account.

CARTER COAL Co., Washington, (Olga coal), has started a Sunday evening program *The Hermit's Cave* on CFRB, Toronto. Account was placed by Ralph H. Jones Co., Cincinnati.

SEARS, ROEBUCK & Co. will sponsor the broadcast of all remaining home games of the Oshkosh professional basketball team over WOSH, Oshkosh, Wis.

BANK BUYS YOUTH PROGRAM ON WMCA

PARTICIPATION by New York school children features *Youthbuilders' Forum*, weekly half-hour program on WMCA, presented in cooperation with Youthbuilders Inc., a national organization, and sponsored by the Modern Industrial Bank. Program is conducted by Dr. Frank Kingdon, educator, who also is sponsored by Modern Industrial Bank in a five-weekly news commentary.

In addition, the bank has begun a weekly hour of recorded classical music and six-weekly quarter-hour news commentaries by Sydney Moseley on WMCA.

Station last week also added Sachs Quality Furniture and Argus Optical Co., Sachs sponsoring Alice Hughes in *A Woman's View* 9-9:15 a.m. thrice-weekly, and recorded music programs. Argus signed for five-weekly quarter-hour news periods by Randall Hargraves and thrice-weekly commentaries by Johannes Steele, in addition to several recorded music broadcasts.

Modern Industrial Bank account is handled by Metropolitan Adv., New York, and Argus Optical by Furman and Feiner, New York. Sachs was placed direct.

SMILING PROUDLY is William Knodel, vice-president and Chicago sales manager of Free & Peters, while James Free, chairman of the board, presents him with a solid gold engraved watch, marking Mr. Knodel's fifth anniversary with the F&P organization.

STRAIGHT TO THE TARGET

These are days to pass the ammunition,—but certainly *not* days to waste it!

WHEC does NOT cover Pennsylvania, Ohio, nor reach into Canada. Its job is the rich and booming Rochester trading area!

How well and how economically WHEC does its job is best summed up in the fact that WHEC is the favorite Rochester station with BOTH local and national program sponsors.

Some good spot and program times now available. We'd like to talk with you about them. Write, phone or wire!

WHEC ROCHESTER

Representatives—J. P. KcKinney & Son
New York Chicago San Francisco

A BASIC CBS STATION

Agencies

DANIEL M. GORDON, former manager of the magazine space buying department of Ruthrauff & Ryan, New York, has been appointed manager of the media department. Walter G. Smith, vice-president and account executive, continues to direct all media planning activities. Theodore C. Fisher remains in charge of radio timebuying section.

PAUL F. ADLER, head of Eastern Advertisers' Service, has discontinued his Hollywood agency for the duration. He has joined the Civil Aeronautics Adm.

ALICE ROSS, formerly with Lawrence C. Gumbinner Adv., New York, has joined Franklin Bruck Adv., New York, as assistant in charge of media. Jules Nathan is media director.

KENNETH W. PLUMB, vice-president and director of Federal Adv., New York, on leave of absence for the duration, has been commissioned a lieutenant in the Naval Reserve, assigned to the public relations office, 3d Naval District.

VINCENT (Vick) LAUSTSEN, formerly in the production department of McCann-Erickson, New York, has joined Tracy Kent Inc., New York, as production manager. He succeeds C. W. Thomas, now in military service.

HOWARD C. BROWN Co., representative of Australian and New Zealand radio interests, has moved Hollywood offices to 6404 Sunset Blvd. Tel. is Hollywood 6045.

LLOYD HERROLD, professor of advertising at Northwestern U, has been made research director of H. W. Kastor & Sons, Chicago.

EDWIN M. SCHNEEBERG has left the radio copy department of Compton Adv., New York, to join the Army.

79%

OF ADVERTISERS ON

WTCN

MINNEAPOLIS BLUE NETWORK ST. PAUL

Renew Their Contracts

Year After Year

•

They Wouldn't Do It If They Didn't Get Results! Take a Tip . . . Put Your Selling Message on This Most Popular Station in the Twin Cities Market.

•

FREE & PETERS, INC., National Representatives
New York Chicago Detroit Atlanta
Los Angeles San Francisco

Maj. Hart Is Reported War Prisoner of Japan

REPORTED MISSING in action, Maj. George B. Hart, former executive of the Frederic W. Ziv agency, Cincinnati, is held prisoner of war by the Japanese in the Philippines, the War Dept. has notified his parents. Maj. Hart, former engineer of WLW-WSAI, Cincinnati, and later sales manager of WCPO, Cincinnati, before entering the agency field, was a lieutenant in the Signal Corps Reserve when he was called to active duty before the war.

After indoctrination in Washington he was sent to the Philippines in the summer of 1941, earned promotion to captain. Later, because of outstanding bravery he was made a major and cited for heroism by Gen. MacArthur. Maj. Hart was with Gen. MacArthur on Bataan and later with Gen. Wainwright on Corregidor. He was reported missing just before the fall of Corregidor. The American Legion in Cincinnati has named an auxiliary post the George B. Hart Post in his honor.

GRAY & ROGERS, Philadelphia advertising agency, has added 20% additional space to its offices in the Philadelphia Saving Fund Society to house the expanded art and production departments.

E. WARREN BROOKS, former production manager of J. M. Mathes Inc., New York, has been named account executive. Charles Tomlinson, of the production department, succeeds him as production manager.

CLIFFORD FAUST, formerly with Chicago agencies, has joined The McCarty Co., Los Angeles, as account executive.

G. F. MILLS, Toronto, has been elected president of Spitzer & Mills, Toronto and Montreal, successors to Lord & Thomas of Canada. J. W. Spitzer, Toronto, is executive vice-president and William G. Power, Montreal, vice-president.

ROBERT PAUL SMITH, former script writer of CBS and William Esty & Co., New York, has joined the script staff of Foote, Cone & Belding, New York.

GORDON AUCHINLOSS, director and continuity writer of *Hit Parade* and the New American Tobacco Show, scheduled to start Feb. 19, who also handles continuity for Kay Kyser's program, will resign from Foote, Cone & Belding, New York, July 15, to freelance.

F. W. FEDERER, former space buyer of Geyer, Cornell and Newell, and previously associated with J. Stirling Getchel Inc., has been appointed manager of the media department of Blackett-Sample-Hummert, New York office.

BRUCE RYAN, son of Frederick B. Ryan, president of Ruthrauff & Ryan, New York, has received his wings and commission as second lieutenant in the Army Air Forces, assigned to the Flying Fortress advanced training command as pilot.

KIRBY HAWKES, radio director of Benton & Bowles, is expected to join the Marine Corps, Intelligence Division. He has passed his examinations and awaits final action on his application for a commission.

EVANS PLUMMER, formerly on the Hollywood staff of Tom Fizdale, publicity service, has joined Earle Ferris Asso., that city. He was for several years West Coast editor of *Movie-Radio Guide*, fan publication.

B-S-H Names McNell

ROBERT A. McNELL, account executive and on the timebuying staff of Blackett-Sample-Hummert, New York, for the past seven years, has been appointed vice-president of the agency, as announced last week by Maurice H. Bent, vice-president of the company. Mr. McNell will continue to make his headquarters in the New York office. Mr. Bent also announced the appointment of David J. Kepner as a vice-president in the agency's office at Lakeland, Fla.

Mr. McNell

Reps. Cole and Brehm Would Repeal Wartime

REPEAL of daylight time and return to standard time is sought in concurrent resolutions (H-Con-Res 9 and H-Con-Res 10) introduced in the House last week by Reps. Brehm (R-O) and Cole (R-Mo.).

Declaring he had had complaints from mothers of school children, farmers, business and professional men and individuals in all walks of life, Rep. Cole said war time, which became effective Feb. 9, 1942, has resulted in "untold inconveniences and hardships" with "no material contribution to our war effort." Both resolutions were referred to the Interstate and Foreign Commerce Committee.

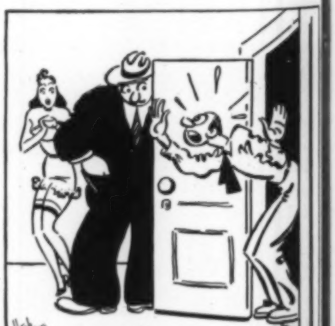
Return to standard time again would plunge radio into its semiannual headaches involving shifting of all programs and general realigning of schedules, since the eastern states adopt daylight saving time from April to September.

JOHN M. BRIDGE, formerly creative head of the Minneapolis office of McCann-Erickson, has joined BBDO, Minneapolis, as account representative for the public services department of General Mills.

HELEN LEITHAUSER has left the publicity staff of Foote, Cone & Belding, New York.

JAMES R. FERGUSON, formerly of Knollin Adv. Agency, San Francisco, has been commissioned a lieutenant in the Field Artillery.

TOM HARDT, Hollywood assistant producer of Young & Rubicam on the NBC *Time to Smile*, has been given production assignment on the CBS *Those We Love*.



"I was just listening to WFDF Flint Michigan, with a kilowatt on 910!"

Buyers of Time

JAMES SHELBY

A VARIED career, including acting, stunt-riding and computing, marks the young life of James Shelby, radio director of McCann-Erickson, Chicago.

He started at 16 with the American Radiator & Sanitary Corp., Chicago, where his chief job was computing heating units in buildings under construction. Counting radiators was a bit dull, so young Jim Shelby struck out for new fields that subsequently led him to a hitch in the Army, radio announcing and acting, the stage and movies.

As a member of the 122d Field Artillery he became adept at stunt riding and later became a hard-riding extra in Gene Autry pictures. Between times he modelled for commercial photos and films, played in stock and did some announcing.

Mr. Shelby entered the agency field as publicity director for Grant Adv., Chicago. He handled public relations for the Dale Carnegie account and took part in writing and producing the NBC *Dr. I. Q.* show.

A year ago he joined McCann-Erickson as assistant to Earle Thomas, then radio director. When Mr. Thomas was commissioned a captain in the Army last November, Mr. Shelby became radio director.

With the McCann-Erickson firm he has written and produced *Musical Millwheel* on the BLUE, assisted with the NBC *Auction Quiz*, and supervised production of *Clara Lu 'n' Em* on CBS. Currently, he supervises radio for the accounts of Standard Oil Co. of Indiana, Pillsbury Flour Mills, Milk Foundation and American Dairy Assn.

At 32 Mr. Shelby is married and has two children, Jimmy, aged 2½, and Judy, 1. His hobbies include horseback riding, skiing, deep-sea fishing and, unofficially, computing radiators in the homes of friends.

GOP Names Selvage

APPOINTMENT of James P. Selvage, of Princeton, N. J., as an assistant to the chairman of the Republican National Committee in charge of publicity, was announced last week by Chairman Harrison E. Spangler. Mr. Selvage, a former newspaperman, was director of public relations for NAM and later opened his own public relations firm. He organized the Navy "E" program, and was one of the directors of the national scrap salvage campaign.

AGENCY Appointments

HOUSE OF THE TRE-JUR Inc., New York, to Lawrence C. Gumbinner Adv. Agency, N. Y.

PILSENER BREWING Co., Cleveland, to Gregory Adv., Cleveland.

RAILWAY EXPRESS AGENCY, New York (Air Express Div.), to Erwin, Wasey & Co., N. Y.

KENT LABS., St. Louis (vitamins), to Gardner Adv. Co., St. Louis.

POLLOCK-KEY Co., Fort Scott, Kan. (work clothes), to McJunkin Adv. Co., Chicago.

PEPSODENT Co., Chicago, to Joseph Jacobs Jewish Market Organization as counsel in the Jewish field. Foote, Cone & Belding, Chicago, continues as agency.

HIRESTRA LABS, New York, to Blackett-Sample-Hummert, N. Y., for Endocreme, a skin cream. Discontinuing program on local station. No radio contemplated till next fall.

PARFUMS L'ORLE, New York, to H. A. Salzman Inc., New York. Radio is being considered.

FISHBACH COSMETIC Co., New York, to Wildrick & Miller, N. Y., for Irene Blake Jar of Stockings, a leg lotion; Phantom Glove, protective hand preparation, and other products. Media plans not set.

DELEHANTY Institute, New York, to Devine Adv., New York, for business, secretarial and war industry courses. Has used radio but none is contemplated at present.

ALKINE Co., New Brunswick, N. J., to Jackson Adv., New Brunswick, for Flemolyn cough medicine. Using four eastern and eight midwestern stations, for winter campaign.

LEHIGH Coal & Navigation Co., Philadelphia, to Lewis & Gilman, Philadelphia.

LA CONGA HOSIERY Co., New York, to Hicks Adv. Agency, N. Y.

MAURICE J. WALSH Ltd. (ring manufacturers), to Walsh Adv. Co. Ltd., Toronto. Plans for 1943 being made.

WTOC Weekly total of "A" time station break spots
85
Of these 77
are sold. They're evidently doing the job!
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

PRESTO IS HARD AT WAR WORK

You may never have thought of a sound recorder as a weapon of war. But in this war, fought alike with guns and propaganda, the Presto recorder is in there working on every front, making records that broadcast news and instructions to military and civilian populations, spreading information that combats enemy propaganda, reproducing short wave broadcasts of radio programs that bring music and voices from home to troops in out-of-the-way places, operating in tough climates where the ordinary record player wouldn't last a week.

In addition to recording equipment, the Presto plant (tripled in size since 1941) is now making a variety of mechanical and electronic equipment for the armed forces, working overtime and booked to capacity for months to come.

Presto is hard at work making its contribution toward winning the war.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Lockheed Guests

ORSON WELLES having withdrawn as narrator, writer and producer, a guest talent policy will be started on the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps., starting Feb. 8. No format change is contemplated. Series was renewed on 56 CBS stations for 13 weeks effective Feb. 1, Monday, 7:15-7:30 p.m. with West Coast repeat, 8:15-8:30 p.m. (PWT). Thomas Freebairn-Smith is producer of Foote, Cone & Belding, Los Angeles, agency servicing the account. Welles withdrew Feb. 1 from the series on plea of being overburdened with other work, which includes his CBS sustainer, *Hello, Americans*, and film assignments. [BROADCASTING, Jan. 18].

AP

WIL, St. Louis, Mo.

. . . incidentally, AP news for radio is terrific.

Mel Kampe,
Publicity Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

IRE Probes Radio in War

(*Continued from page 12*)

ing was devoted to papers dealing with the production and use of radio facilities for the armed services. Rear Admiral Stanford C. Hooper, U. S. Navy, pointed out that "communications within the armed forces, detection and location of the enemy, identification and radio control are essential to nearly every mobile unit." He stressed the need for American radio engineers to "out-think, out-plan, outproduce the Axis competition in the production of radio facilities."

Harold P. Westman, secretary, war committee on radio, American Standards Assn., described the work of the committee in setting up standards for military radio equipment that, as far as possible, can be used "anywhere on the surface of the earth, below the sea, or in the sky above. This is a global war and our fighting forces will be found in every climate. Any component which is limited to one extreme service, as in the Arctic or in the tropics, presents a serious problem." In the manufacture of equipment, he said, "there can be only one economy in wartime. Each item must be produced in the shortest time with the least expenditure of materials and manpower."

Pointing out that the ranks of radio engineers increased by more than 20 per cent during 1942, with thousands of newcomers to radio in war services, Dr. Van Dyck looked ahead to a radio-minded post-war world. "Engineers and scientists have the opportunity now," he said, "to decide to do something in the future which will encourage happier results and safer progress in the development of civilization. Something must be done in the future which will give saner judgment and more scientific control of the forces unleashed by science. Isolation is now impossible, for scientists as well as for nations."

If you're now using radio in the Charleston, West Virginia market—or planning to do so in the future—you should see the Crossley Study just completed.

5000 ON 580 WCHS CBS AFFILIATE
John A. Kennedy, President Howard L. Chernoff, Managing Dir.
Charleston, West Virginia
represented by THE BRANHAM COMPANY

TRANSRADIO ACTION LED TO RATE CUT

PROCEEDINGS against AT&T which brought about a 25-50% reduction in the cost of radio broadcasting transmission lines [BROADCASTING, Jan. 25] were initiated by Transradio-Press two years ago, according to a statement by Transradio last week.

"Seeking specifically to obtain a press rate reduction, which had never been made since the mileage rate was established in 1917," the statement said, "Transradio petitioned for an investigation of the AT&T rate structure." The FCC set a date for the hearing, later enlarging the scope of the hearings to the cut in rates, announced by AT&T as effective Feb. 1.

The original Transradio action, out of which the investigation grew, the news service stated, is "still not completely settled, since Transradio was seeking a change in certain of AT&T's rate-making principles as well as the reduction that was agreed to". Final action may come after Feb. 15 when the new AT&T tariff schedules are filed, according to Herbert Moore, Transradio president.

Alva J. Carter

ALVA J. CARTER, 60, president of the Carter Motor Co., Chicago, pioneer radio manufacturer and television designer, died Jan. 24. He founded the Carter Radio Co. in 1922 and developed it into one of the largest radio parts companies in the world. In 1928 he started and demonstrated a new television system, using regular broadcast wave lengths to beam voice and picture simultaneously. For a number of years he was in charge of construction of automatic telephone plants in Iowa and the middle west.

CHNS
Halifax, N. S.
The Key Station Of
The Maritimes

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. You can't afford to overlook this field.

Representatives
JOS. WEED & CO.
350 Madison Avenue, New York

IRE HONORS WILSON
Retiring v.p. of Bell Labs.
Ten Fellowships Awarded

PRESENTATION of the IRE Medal of Honor for 1943 to Dr. William Wilson, retiring assistant vice-president of Bell Telephone Labs. took place Jan. 28, at the midwinter IRE convention in New York.

Dr. Wilson, a Fellow of the institute, had been with Bell for 28 years, for many years in charge of vacuum tube research and development. He has served as an IRE director for three years.

Ten IRE Fellowships were awarded at the meeting. Included among those honored was Dr. Peter C. Goldmark, chief CBS television engineer, and inventor of color television; Andrew Alford, head of Air Navigation Labs. of I.T.&T.; Ivan S. Coggeshall, general cable supervisor, Western Union; Capt. Jennings B. Dow, USN, Bureau of Ships.

Lee A. DuBridge, professor of physics and dean of faculty, U of Rochester; Daniel E. Harnett, chief engineer, Hazeltine Service Corp; Dorman D. Israel, chief engineer, Emerson Radio & Phonograph Corp.

Axel G. Jensen, television research engineer, Bell Telephone; Lt. Col. George F. Metcalf, office of the Chief Signal Corps Officer, War Dept.; Dr. Irving Wolff, physicist, RCA labs.

HOUSE GIVEN BILL ON QUESTIONNAIRES

CENTRALIZATION of Government reports and questionnaires in the Dept. of Commerce, was proposed in a bill (HR-1575) introduced in the House last Thursday by Rep. Harness (R-Ind.) to alleviate the "paper work" deluge long criticized in Congress.

The bill would prohibit Federal agencies from requiring persons to furnish "burdensome and nonessential information" and to require the department's Census Bureau to be sole agency for questionnaires.

Mr. Harness alluded to the wave of Government reports and questionnaires "now swamping American free enterprise" and commended Congress for enacting, late in the last session, the law directing the Bureau of the Budget to coordinate and simplify collection.

"Self-important little bureaucrats in a dozen different Washington agencies have been running riot in red tape and so overburdening business with paper work that thousands of enterprises simply will not be able to keep up with the demands," he said. The task was particularly difficult for smaller firms, he declared, calling the questionnaire deluge one of the "most flagrant abuses of administrative law."

Frank Zdarsky

FRANK ZDARSKY, for 13 years musical director of WTCN, Minneapolis-St. Paul, died from a heart attack at the studios Jan. 24 following a program. Mr. Zdarsky had been leader of pit orchestras in Twin Cities' theatres for many years.

Golenpaul Denied Jingle Injunction

'Information Please' Must Use Plug in Final Broadcasts

MOTION for preliminary injunction to restrain American Tobacco Co. from repetitious use of the jingle—"The best tunes of all move to Carnegie Hall"—on the final two broadcasts of *Information Please* under that company's sponsorship was denied Dan Golenpaul, owner-producer of the program, last Thursday by Justice Bernard L. Shientag in New York Supreme Court. Jingle is a "teaser" announcement for *Your All-Time Hit Parade*, which American Tobacco will sponsor in the Friday evening period on NBC now occupied by *Information Please*, beginning Feb. 12.

Golenpaul had asked that the sponsor be prohibited from "presenting the broadcast in such a manner as unlawfully to injure the property rights of the producers", holding that the jingles as used are "low, vulgar and offensive". The court's findings did not uphold this charge, the decision stated, although Judge Shientag continued that the repetition of the jingle is "apt to be irritating and annoying to radio listeners". He said, however, that "the irritation of the radio audience would naturally tend to be directed not so much against the producers of the program as against its sponsor."

Court points out that only two broadcasts are affected since American Tobacco sponsorship ends with the program of Feb. 5 and that *Information Please* has already been sold to a new sponsor, H. J. Heintz Co. "at a price said to be in excess of that paid by American Tobacco". No malice was charged by the plaintiff who also concedes that the time taken up by the jingles and all other advertising for Lucky Strikes does not exceed 10% of the total program time in accordance with NBC's regulations.

Decision continues that "it would undoubtedly have been in much better taste" for American Tobacco to have acceded to the request of the producer to cut down the number of repetitions of the jingle per program, but that this does not warrant a court of equity in granting a preliminary injunction.

Station Maintenance Promised By Ellis as Wartime Necessity

ASSERTING that maintenance of broadcasting stations and home radios is a wartime necessity, Ray C. Ellis, director of the WPB Radio & Radar Division, promised the IRE convention in New York Jan. 28 that "the radio set is going to get its proper allotment of tubes and condensers."

To insure this, in the light of military needs, Mr. Ellis described a new Radio & Radar Division setup which includes an expanded group dealing with all civilian radio equipment.

Must Maintain Sets

Pointing out that the radio division is primarily concerned with war production, the radio & radar chief said, "It is vital that the broadcasting stations and radio sets in our homes be maintained."

Mr. Ellis warned there could not be supplies of all civilian replacement parts. "Civilian radio is in approximately the same position as domestic housekeeping," he said. "The great variety of designs for each component is not feasible in wartime" but economic use of our resources should "insure that the radio sets in our homes will be adequately nourished."

It is true that stations may no longer expand their facilities, and manufacturers may not introduce new sets, Mr. Ellis said, but "to keep existing broadcasting and receiving apparatus in working order requires some part of the output of the radio industry; it is the division's responsibilty to determine what this part is and to see that its efforts are properly allocated."

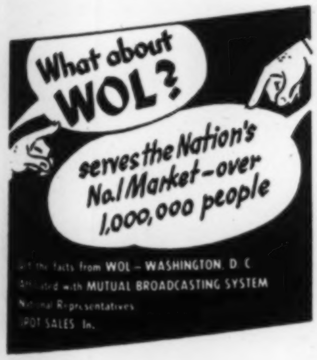
Under the Radio & Radar Division organization described by Mr. Ellis, the war production program for radio will be handled by three new groups, which will be made up in part from existing branches or sections. There will also be a special group to care for all civilian needs; a field section to assist manufacturers, and an engineering advisory section to watch developmental work in laboratories.

The Radio & Radar Division's military production groups will be organized parallel to the main WPB setup. One group will have charge of planning the entire program; a second will see that all critical parts and materials "are delivered at the right time and delivered to the right places"; the third group makes certain that the equipment and facilities of the industry are adequate to meet the schedules which have been set.

The Civilian Radio Section would be responsible for determining minimum civilian requirements, and for obtaining these from the general program.

Mr. Ellis' talk dealt in detail with the place of electronics in the war. He pointed out there is a vast difference between the radio which sits comfortably in the corner of a living room, and at the front.

Production has jumped from $8,000,000 a month in July, 1941 to almost $200,000,000 per month, he said. Plants of some 50-odd home radio producers are now entirely in war work, he said, and about 1,500 concerns are participating in production or radio detector equipment.


What about WOL?
serves the Nation's No.1 Market–over 1,000,000 people

Get the facts from WOL – WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES Inc.

"We find these programs to be ideally suited to our particular needs." WSOC

- Programs prepared by the ASCAP Radio Program Service are salable and entertaining. Written by the best script writers in the business, they are available to any ASCAP-licensed station without cost. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

"PIPE THIS, FELLERS! WDAY, AT FARGO, IS THE ONLY STATION REACHING ALL 350,000 RADIO HOMES IN THE PROSPEROUS RED RIVER VALLEY—AND THE ONLY NBC STATION WITHIN 190 MILES!"

WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

PAULA STONE, daughter of Actor Fred Stone, last week gave the first of a series of special Saturday broadcasts on WNEW, New York, from the show window of the Civilian Defense Volunteer Office Information Center, located opposite Grand Central Station, in New York. Series is designed to present the accomplishments of the CDVO, and to secure public cooperation with the organization. Servicemen who are invited to the broadcasts are asked to leave their addresses with Miss Stone so that they will receive her weekly news letter, based on a program of Hollywood news she conducts on WNEW under the title, *The Broadway Beam.*

WDRC
CONNECTICUT'S PIONEER BROADCASTER
$19,500,000
That's Sales Management's estimate of Hartford's retail sales next month . . . 27.7% ahead of 1942's record March. It's an upward swing that keeps pace with the ever-increasing preference for WDRC. Basic CBS for Connecticut.
CBS

Purely PROGRAMS

Adolescence in Action

TEEN-AGE caprices of "Corliss Archer", played by Priscilla Lyon, 14-year-old actress known to radio listeners as "Fluffy" in the former CBS *Junior Miss* series, are the center of a Thursday evening series started on CBS last week. Each episode is a complete story in itself, revolving around the young lady's household. Character was introduced in the January issue of *Good Housekeeping*, by F. Hugh Herbert.

* * *

For Housewives

HIGHLIGHTED by interviews with prominent members of Governmental, State or civic committees such as the Red Cross, Office of Price Administration or a nurses' school, *At Your Service*, five-weekly series on KFBK, Sacramento, informs housewives of new regulations affecting the home and gives stories of women in the news. Local response has been favorable.

* * *

Hitting Careless Talk

RUMOR SQUELCHER campaign started by WTAG, Worcester, includes announcements and dramatized skits throughout the day to show how "careless talk costs lives." Listeners are invited to contribute rumor squelcher slogans of 10 words. Winning slogans are broadcast.

ISAAC'S APPLE

THEY say a falling apple started Sir Isaac Newton thinking about the Law of Gravity. But the Law was there, whether anybody thought of it or not. The Law of Supply and Demand also is always with us. And many a business will drop into the red when the props of artificial wartime restrictions are pulled out from under.

Don't wait till the apple hits you on the head. Building a firm foundation of goodwill now will help to sustain your business when the "buyers' market" comes back again. Give people something they value —radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

Reminiscences

CONTRASTING ITS store of almost a century ago with its new facilities today, Kahn & Rosenau, Philadelphia furniture dealers, have started a *Then and Now* quarter-hour week-day series at 5:45 p.m. on WIP, Philadelphia. Recorded music, old and new, emphasizes the "then and now" nature of the furniture store's business. Bob Horn, of the station staff, conducts the program, as "The Man From Kahn & Rosenau."

* * *

Womanpower

FEMININE cooperation in the nation's war effort is theme of Saturday afternoon womanpower series, *War Jobs for Women* on WBBM, Chicago. Frayn Utley, lecturer-writer wife of Clifton Utley, news commentator, directs the discussion with representatives of the WAACS, SPARS, WAVES and WAFS.

* * *

Hidden Talents

AFFORDING station announcers an opportunity to display creative ability, a thrice-weekly quarter-hour workshop idea program titled *Announcers Are People*, was started on KECA, Los Angeles. A different announcer for each broadcast announces, writes, edits and produces his respective program.

* * *

Women's Features

CHILD HEALTH and women's talks for the winter and spring seasons on the Canadian Broadcasting Corp. stations cover the following topics: *The Perils of Junior*, *Fireside Fun*, *Women Workers Today*, *How Freedom Works*, interviews with *Women On The Job*, *Wartime Shopping* and *The Hidden Enemy*.

* * *

To Simplify Rationing

COOPERATING with OPA to give listeners up-to-date information about all types of rationing, WBT, Charlotte, is presenting a six-weekly program at 7:15 a.m., titled *WBT's Ration Calendar*.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

Alertness of Listeners

ATTENTIVE LISTENING to programs on WIBG, Philadelphia, pays dividends in theatre ducats in the new program *The Family Quiz*, at 5 p.m. daily on that station. Four questions, one each about news, movies, sports and music, must be answered by mail. Prize for answering all questions correctly is a pair of movie tickets. Lloyd Thompson of WIBG staff directs the program.

* * *

Evolution of a Tune

A PROGRAM showing how new popular dance tune ideas have been borrowed from the classics is heard on KWK, St. Louis, nightly at 5:15. Titled *Cutting the Heart from the Classics*, the series features a new dance record, followed by a record of the classics from which the popular tune has been "lifted". Rush Hughes directs the programs.

* * *

Observation Quiz

ALERTNESS rather than general knowledge is tested in a weekly, half-hour quiz show, *Good Listening* on CBS. Miniature dramas, blackouts and various incidents on the studio stage provide the basis for questions. Five contestants are chosen but any member of the audience is likely to be quizzed without warning. Cash prizes are awarded for correct answers.

* * *

For War Brides

ADVICE TO BRIDES on trousseaux, etiquette, wedding traditions and procedure is offered by the Philadelphia Bridal Secretariat in a 10-minute program, *Getting Married*, Thursdays at 3:20 p.m. on WCAU, Philadelphia. Mrs. Logan Bentley, head of the Secretariat and consultant on many of Philadelphia's society weddings, conducts the programs.

* * *

FBI in Wartime

SABOTAGE, espionage and other FBI wartime problems are discussed in a new series of weekly interviews on WOAI, San Antonio, between Corwin Riddell, of WOAI, and M. W. Acers special agent in charge of San Antonio branch of FBI.

John W. Moore Heads Canadian Advertisers

JOHN W. MOORE, advertising and sales promotion manager of the Maple Leaf Milling Co. Ltd., Toronto, has been elected president of the Assn. of Canadian Advertisers, succeeding Paul K. Abrahamson of the Borden Co. Mr. Abrahamson has been made district sales manager of the Borden Co. in Chicago, after six years in Canada. Previously he was product advertising manager for the company's New York office.

L. E. Phenner, president of Canadian Cellucotton Products Co., Toronto, has been named ACA vice-president, succeeding J. W. Moore. C. W. Chamberlin, advertising manager of Shell Oil Co. of Canada Ltd., Toronto, has been elected to the ACA board of directors.

SEARS, ROEBUCK & Co., to promote Sears Allstate Tire Store, Nashville, will sponsor the *Sports Spotlight* on WSIX, Nashville, six nights weekly at 6:45.

30% License Fee Reduction For January Voted by BMI

Program Managers to Attend Monthly Meetings In New York as Guests of Organization

A REDUCTION of 30% in the BMI license fees for January was voted by the board of directors at its meeting in New York last Tuesday. Letter notifying stations of this saving points out that it is in line with the BMI policy to keep costs at a minimum for its licensees, who have already enjoyed substantial reductions under previous contracts. BMI warns that the 30% cut in fees is for January only and is not to be taken as a precedent as future reductions will be determined on a month-to-month basis.

Board also voted to establish a monthly series of two-day meetings of groups of about 20 station program managers each month at BMI headquarters in New York. These executives, from stations selected by a scientific sampling system, BMI reports, will be BMI's guests with all expenses paid in transit and during their stay in New York.

Test Meetings Held

"Plan," BMI announced, "has two broad aims: to inform BMI more completely of station problems and suggestions and, of equal importance, to give station men at first hand the full scope of BMI's catalogs and services. Affiliated publishers are also afforded an opportunity of meeting station personnel for discussion of mutual problems."

Before being adopted as standard practice, the plan was carefully tested by Merrit E. Tompkins, BMI vice-president and general manager, and two groups of program men from eastern stations at preliminary meetings in November and December. These sessions were so successful that the original plan was amplified for larger and more frequent meetings. Roy Harlow, who recently joined BMI as manager of program relations, is working closely with Mr. Tompkins in preparation for the next meeting, tentatively scheduled for the third week in February.

Attendance at the earlier meetings included: Herbert C. Rice, WKBW; James C. Begley, KYW; A. O. Coggeshall, WGY; Charles Siverson, WHAM; James T. Milne, WELI; Sam Lawder, WINX; Miss Marie Wilk, WWSW; Walter Haase, WDRC; Thomas C. McCray, WTIC; John Lee, WOWO-WABY; Tod Williams, WSPD; William J. Adams, WCHS; George C. Biggar, WLW; Jack Stapp, WSM; John Wahlstedt, WHB; Al Hollander, WIND-WJJD; William McGrath, WNEW; Miss C. A. Porreca, WOV; Edward J. Lord, WLOF.

Broad Plans for Expansion

BMI board meeting, in addition to authorizing the reduction in January license fees and the new service, was devoted to routine organization affairs. Present were: Neville Miller, president of BMI and NAB; Paul Morency, WTIC; John Elmer, WCBM; William S. Hedges, NBC; Frank White, CBS.

Letter notifying stations of the board's actions follows:

This letter brings you news from BMI of both increased service and a reduction in your January license fee.

BMI enters 1943 with broad plans for the expansion of its service to licensees, including amplified station relations, increased script service, a new 100,000 entry index, shortly to be published, etc. Already launched is a new project of inviting program managers to New York, as the guests of BMI, for two-day meetings in the mutual interests of the station and of BMI. Preliminary meetings already have indicated the great value of these contacts. Roy Harlow, long program manager of the Yankee and Colonial Networks, has been engaged by BMI in connection with this work.

Despite these added activities, increased revenues from new licensees and economies from the streamlining of the organization make it possible to effect reductions in cost for all BMI licensees.

You will recollect that all license agreements since the beginning of BMI have consistently provided that the license fees agreed to be paid are maximum, subject to reduction by BMI's Board of Directors. Licensees have already enjoyed substantial reductions under previous contracts.

The Board of Directors has now voted a reduction of 30% in the January fee, which is payable on Feb. 20. This means that you will figure out your January payment, payable on Feb. 20, in the same manner as usual, but will make a 30% reduction in the final figure before making payment. We ask that you will promptly notify your accounting department of this deduction.

Because it is necessary that we leave our financial position sufficiently flexible so that we can continue to render maximum service to you, the Board of Directors is determining reductions on a monthly basis. This reduction should not, therefore, be considered a precedent for the future, and you should continue to pay on the contract terms *without* reduction unless you receive specific notification to the contrary. You may be sure that no reduction will be made which will affect the service you are receiving from BMI.

CARL HAVERLIN
Vice-President

We don't hit PUMPKIN CENTER

But we cover
ATLANTA
At Lowest Cost

WATL ATLANTA MBS

Represented by SPOT SALES Inc.

RAISING 19 MILLION

Washington State Outlets Join to Sell Bonds

TOPPING sales of any previous monthly Bond drive by more than six million dollars, radio stations in the state of Washington in December sold $19,286,189.25 worth of War Bonds and Stamps in a "Radio Bond Month" campaign supported by the state's 26 stations. Highest previous month's sales was recorded last September, when retailers conducted the drive.

Described by state War Savings Staff officials as "the best organized and most enthusiastically supported campaign" held in Washington, "Radio Bond Month" included six statewide programs, individual program competition, special events and closed circuit meetings. Taking part were:

KFPY, KFIO, KHQ and KGA, Spokane; KUJ, Walla Walla; KPQ, Wenatchee; KIT, Yakima; KVAN, Vancouver; KWLK, Longview; KXRO, Aberdeen; KELA, Chehalis; KWSC, Pullman; KGY, Olympia; KMO, KVI and KTBI, Tacoma; KVOS, Bellingham; KRKO and KEVE, Everett; KEVR, KXA, KOL, KOMO, KJR and KIRO, Seattle.

MCA Band Spots

MARKING what is probably a precedent in promoting the personal appearance in a theatre of a name band, Music Corp. of America, New York, last week placed a two-day campaign on WABC, CBS New York outlet, to plug the current appearance of Guy Lombardo's orchestra at the Roxy Theatre, New York. Time purchased included a participation on the Jan. 22 broadcast of *Personally It's Off the Record*, as well as a spot announcement adjacent to the regular midnight news on Jan. 25. Account was handled direct.

Racing Ban Urged

A BILL to prevent broadcasting of horse races in California, as an additional penalty to illegal gambling, has been introduced in the State Assembly now in session. Lee T. Bashore who presented the bill, stated it would add radio to the existing ban on telephone and telegraph communications from tracks while races are being run.

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

MAINE
N.H.
VT.
MASS.
CONN.
R.I.

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE

Nat. Rep., The Katz Agency

Always Popular Now More POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

XUM

UNAWARE OF TRAGEDY

Woollcott Fatally Stricken During Broadcast —But Audience Not Told

LISTENERS to CBS's *The People's Platform* Jan. 23 perhaps noticed that Alexander Woollcott, "the Town Crier of the Air" since 1930, was not heard toward the end of the discussion, but they had no other indication that the author-critic—and reputed inspiration of the stage and motion picture hit, "The Man Who Came to Dinner", —had suffered a heart attack at the microphone. He died a few hours later at Roosevelt Hospital.

Program Went On

Mr. Woollcott, together with Rex Stout, author; Dr. George N. Shuster, president of Hunter College, and Mrs. Marcia Davenport, novelist, had been the guest of Dr. Harry D. Gideonese, president of Brooklyn College in the CBS building, the 20th floor dining room from which the *People's Platform* originates in New York. The group had been discussing "Is Germany Incurable?", when Mr. Woollcott passed a message to Dr. Gideonese stating that he felt ill.

Signaling the others to continue, the roundtable chairman helped the stricken author out of the studio, and summoned a physician. Mr. Woollcott was removed to the hospital.

Mr. Woollcott, 56, was first sponsored on WABC as "the Town Crier" from September to December, 1930 by Gruen Watch Co., Cincinnati. His program consisted of 15 minutes of story telling, in which he drew on a world-wide reservoir of friendships.

It was the opinion of some of his friends, such as Walter Lippmann, that friendships and contacts with well-known persons, were Mr. Woollcott's deepest interest in life, although he had been included among the country's greatest dramatic critics.

From October, 1934 to March, 1935, he was sponsored by Cream of Wheat Corp., Chicago on a half-hour Sunday evening program as a critic-raconteur on CBS. He resumed from October to December, 1935, and in 1937 *The Town Crier* was heard a quarter-hour twice-weekly for Liggett & Myers Tobacco Co., New York.

Except for numerous guest appearances, Mr. Woollcott's radio career suffered a lull on a regular basis after 1937 until 1941 when he went to England, resuming his role of "Town Crier" to broadcast on CBS encouraging reports on the endurance and courage of the British under Nazi bombings.

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time buyers, prepared by The Branham Company

RADIO STATION WPAR PARKERSBURG, W. VA.
250 WATTS 1450 Kc. CBS W. VA. NETWORK
JOHN A. KENNEDY, Pres. GEO. H. CLINTON, Station Director

Oil and gas production, plus big industries manufacturing a score of varied products including strategic war materials and employing additional thousands of workers — men and women — at *increased wages* account for the present business activity in the WPAR area.

Retail Sales for Parkersburg show the trend: *increased 35.8%* — to $20,773,000 in 1941 over the census figures.

Livestock, dairying, poultry and other farm products now are bringing higher prices, higher cash incomes to the rural WPAR audience.

Choice spot-time is available *now* on this popular CBS outlet . . . low-cost coverage of 61,393 radio homes. *Investigate!*

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

SAYING IT WITH FLOURS is Paul Gerot, midwestern division sales manager of Pillsbury Flour Mills Co., Minneapolis, as he thrusts another Pillsbury product into the arms of Harold Isbell. The heavily-laden Mr. Isbell is m.c. of the thrice-weekly quarter-hour program, *Meet the Missus* on WBBM, Chicago now being sponsored by Pillsbury. Agency is McCann-Erickson, Chicago.

WEAF Provides Talent For Radio Executives

ANOTHER in the group of "station days" at the Radio Executives Club of New York was celebrated last Wednesday when WEAF, New York, presented a variety of talent. Ralph Dumke, the early morning "Two-Minute Man", was m.c. Entertainment included jokes by Ben Brady, songs by Gloria Estebez, Cuban guitarist, and Marcia Neil, concluding with sketches by the Reviewers.

Out-of-town guests included Walter Johnson and Paul Morency, WTIC Hartford; Hal Seville, WJEJ Hagerstown, Md.; Lew Avery, NAB; Dorothy Starbuck, Courtland D. Ferguson, Baltimore; James Fishback, WOL Washington; Charles Denny, WERC Erie; John Laux WSTV Steubenville, O.; W. A. Wilson, WOPI Bristol, Tenn.; Jess Swicegood, WKPT Kingsport, Tenn., Harold Thoms, WISE Asheville, N. C., and Jim Wills, Broadcast Advertising, Boston.

Blue Names Hillman

WILLIAM HILLMAN, former European manager for *Colliers*, has been appointed Washington correspondent for the BLUE, it was announced last week, At one time, Mr. Hillman was a chief of the INS London Bureau, and worked overseas for AP. He has been heard frequently on BLUE programs.

KFQD
ANCHORAGE
Alaska
- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces

790 KC

Studio Records Co. Delays Disc Plan

Firm Offers to Sell Records Made by CIO Orchestras

STUDIO RECORDS Co., which recently circularized stations by postcard offering to supply them with records of new popular music played by CIO orchestras, is holding its plans in abeyance pending the outcome of this week's meeting of the executive board of the American Federation of Musicians to formulate a statement of the conditions under which it will permit its members to resume work for recording companies.

Michael Hoffman, in charge of the Studio office in New York, declined to reveal how many stations had responded or to discuss any details of the plan, stating he did not want to stir up any trouble or to get broadcasters involved in arguments with the AFM if they will soon be able to get new discs from the AFM. Mr. Hoffman also refused to talk about the present status of the CIO musicians union.

Tunes from New Show

Meanwhile, music shops last week were selling orchestral records of the tunes from the new Cole Porter show, "Something for the Boys", which opened on Broadway early in January. Labeled "Hit Records", these discs identified the band leaders by such presumably fictional names as "Hal Goodman", "Johnny Jones", and "Peter Piper".

Eli Oberstein, president of Classic Record Co., distributor of the Hit recordings, declined to divulge the source of the discs, stating that "all I do is buy master recordings and then make copies" and expressing ignorance of where the masters were made or by whom. He similarly withheld names of the individuals or companies who supply him with the masters.

Harry Fox, agent and trustee for the publishers whose music appears on the Hit records, said the license fees paid by the company indicate widespread distribution of the records, probably on a national basis. Other companies have made inquiries about recording licenses, he said, but the Hit records are the only ones to be distributed in any quantity. He reported that he had had no inquiry from Studio Record Co., confirming the fact that this company has not begun recording.

CRYSTALS by
HIPOWER
Thousands of vital transmitting insta-
tions rely on the accuracy and depen-
bility of Hipower Precision Crys
units. With recently enlarged faciliti
Hipower is maintaining greatly increas
production for all important service
When essential demand begins to rel
to normal, Hipower will be glad to he
with your crystal needs.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chi
Factory—2035 Charleston Street, Chicago

McKellar Bill for Senate Approval Of Top-Pay Jobs Would Affect FCC

AT LEAST 135 FCC staff appointments would be subject to Senate approval, under a bill introduced by Senator McKellar (D-Tenn.) last week, calling for Senate ratification of all Federal officeholders receiving more than $4,500 a year.

Although similar bills have been introduced in previous years, the McKellar measure is conceded a good chance of passing in the light of Congressional feelings about recent dealings with officials of Government agencies. Rep. Ramspeck (D-Ga.), administration spokesman and exponent of Civil Service extension, has warned that he "saw no chance of stopping it" in the House.

4-Year Tenure Proposed

Sen. McKellar will explain his bill to the Senate Judiciary Committee at a hearing set for today (Feb. 1). According to Chairman Van Nuys (D-Ind.), it will then go to a subcommittee for further study.

Sen. McKellar's bill would affect new appointees and all persons now in Government jobs which pay more than $4,500. It also limits tenure of these positions to four years, except where a different term is set by statute.

According to 1944 budget requests, FCC has 73 positions in its regular organization paying above $4,500, and 62 more in its "national defense" organizations. Altogether, the Commission had approximately 2,260 employes in Oct., 1942.

Commissioners Unaffected

Not affected by the McKellar bill would be the seven Commissioners, who term is set at seven years, and whose appointment already is made by the President with concurrence of the Senate. An FCC Commissioner's salary is set at $10,000.

Other FCC executives, such as the heads of the engineering, law and accounting departments—all $9,000 jobs—are named by the Commission.

FCC's proposed budget for 1944 provides for 17 "executives" on the engineering staff in Washington, 14 in the legal dept. and 11 in accounting. Altogether, there are 32 "executives" classified as professional; 21 as administrative, including the Commissioners, and 20 in the field service. Field service includes three principal engineers, 12 senior engineers, an accountant in charge and four head accountants.

FCC war activities groups call for 62 "executive" jobs, topped by the director of the Foreign Broadcast Intelligence Service, the FCC monitoring unit for foreign broadcasts, at $9,000. FBIS also has a staff of engineers, attorneys and accountants. Included are a head attorney at $6,500; a principal attorney, at $5,600; eight senior attorneys at $4,600 each; an assistant to the chief engineer at $5,600; 12 senior engineers and head accountant at $4,800 each, and several executive editors and social scientists.

ARE YOU DIFFERENT?

Men needed with distinctive styles. No straight announcers. Send transcriptions.

WMAL
BLUE KEY STATION
WASHINGTON, D. C.

Wife of Rep. Lyndon Would Acquire KTBC

TRANSFER of KTBC, Austin, Tex., from the State Capital Broadcasting Assn. Inc. to Mrs. Claudia T. Johnson, wife of Rep. Lyndon Johnson (D-Tex.) is sought in an application filed by Mrs. Johnson with the FCC Jan. 26. She would acquire all stock (250 shares) for $17,500 from R. B. Anderson, former Texas State Tax Commission chairman; R. A. Stuart, former Texas state senator, and A. W. Walker Jr., law professor of the U of Texas.

Filed with the application is a quitclaim from the J. M. West interests, who withdraw their application to purchase facilities of KTBC [BROADCASTING, May 15, 1940] on condition that Mrs. Johnson's plea is approved. KTBC was one of six outlets involved in the Rev. James G. Ulmer "hidden ownership" investigation [BROADCASTING, Feb. 15, May 1, 1940].

Gold Medal on Air

GOLD MEDAL Hair Products, Brooklyn, through its newly appointed agency, Redfield-Johnstone, New York, will enter radio for the first time in the near future with a test campaign for Medalo shampoo and face powder on several southern stations, to be followed by an extensive schedule of spot announcements on stations throughout the South.

Olive Kackley

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

George Ludlam Joins Radio Bureau of OWI

GEORGE LUDLAM, former assistant radio director of the Office of Civilian Defense, joins the Office of War Information radio bureau Feb. 1 as chief of the special assignment section replacing Leonard Levinson, who resigned because of ill health. Under Mr. Levinson, the special assignment plan has been tested several months, providing war information to a limited number of network programs.

Mr. Ludlam hopes to set the program in operation on a fulltime basis about Feb. 15. At present 56 programs per week are used with an average of two per network per day.

Pioneer Returns

OFFICIAL SPOKESMAN for the Atlantic Coast Network from Washington now is Norman Brokenshire, pioneer announcer who returned to Capital radio last week after an absence of nearly 20 years. Mr. Brokenshire, who has appeared on all major networks and many independent stations during his career, will also handle the WWDC, Washington, morning show, 7-10 a.m.

WAGA, Atlanta, has appointed Headley-Reed Co. as national representative, effective Feb. 1.

Several months later than we originally planned—but we hope it won't be long now! Our present power of 250 watts will be upped to . . .

5000 WATTS

600 Kilocycles Full Time

Ever try to build a new transmitter in wartime? Take our advice and DON'T! However, after plenty of sweat and quite a few tears (the latter over a series of dissapointing but unavoidable delays), we believe the job is about done! We hope to be on the air with that new increased coverage of "The Heart of the Piedmont" in a very short time. Meantime, thanks for bearing with us as you have.

Harold Essex, Director

WSJS *in Winston-Salem*

The Journal-Sentinel Station

Network by NBC ● Spot by Headley-Reed Co.

BY THE WAY—have you seen NBC's "A Tale of 412 Cities", the new nationwide survey of nighttime radio listening habits? WSJS comes through with 76% of the listeners in the Winston-Salem area! For a 250 watter, is that bad?

XUM

Where But
WSYR
SYRACUSE
Can You Get a Basic
NBC Red Station
Covering Central
New York?

NEAREST RADIO
STATION
100 MILES
KTFI
TWIN FALLS, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

WCAR
Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

There's "sock" in 5KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.

WIBW The Voice *of* Kansas *in* TOPEKA

CBC Encourages Live Talent Use

Well-Balanced Programs Aim Of New Recording Rule

REGULATIONS governing recorded programs during evening hours on Canadian stations have been amended by the Canadian Broadcasting Corp. board of governors to provide Canadian listeners with well-balanced programs, using more live talent.

The new regulations, which were to become effective Feb. 1, provide for entertainment "in which there will be some kind of proportion between recorded and live programs and between commercial and sustaining features," CBC General Manager Dr. J. S. Thomson told BROADCASTING.

Live Talent Encouraged

"While it is recognized that in certain communities there may be difficulties in obtaining live talent," said Dr. Thomson, "nevertheless it is the considered policy of the CBC that the best interests of broadcasting in Canada will be served if a provision is made for local stations to encourage as far as possible the presentation of local performers on the Canadian air. Thus it may be possible, through the administration of the regulations, to give Canadian listeners a varied fare in which they will be able to hear national and local broadcasts with the best balanced use of recordings and Canadian performers."

The new Regulation 18 allows for four classifications of stations and their use of transcribed evening programs. These are:

A-1—Basic stations of the CBC network or stations which may be permitted to become Canadian outlets for American networks. The new plan grants one-half hour for commercial programs of recordings, transcriptions or delayed broadcasts and one-half hour for sustaining broadcasts. Under the previous administration of the regulation, they were permitted only one-half hour of recordings or transcriptions between 7:30 and 11:00 p.m. local time.

B-1—Stations receiving sustaining CBC network only. This group is permitted one and one-half hours of recorded programs with a maximum allowance of one hour for commercial sponsored programs.

C-1—Stations located in centers of less than 50,000 population not regularly receiving CBC network service. This group is permitted two and one-half hours of recorded programs with a maximum allowance of one and one-half hours of commercially sponsored programs.

C-2—Stations located in centers of 50,000 population or over not regularly receiving CBC service or service from American networks. This group is granted an allowance of one and one-half hours with a maximum of one hour for commercially sponsored programs.

Bus Company Rhymes

IRENE BEASLEY, songstress on CBS promoting Ivory Flakes for Procter & Gamble Co., Cincinnati, five times weekly at 1:30 p.m., has written, produced and sold to the Connecticut Bus Co., New Haven, her second series of rhymes for bus riders. The series comprises 10 two-minute transcriptions, and is heard on WDRC, Hartford; WNLC, New London; WELI, New Haven, and WSRR, Stamford. Agency is Wilson & Haight, Hartford.

WOMEN'S PART in the war was the discussion topic following a recent Pittsburgh luncheon, called by Mrs. Victoria Corey, KDKA coordinator of war programs, and attended by Pittsburgh district NAB women. Seated, first row, are (l to r): Janet Ross, KDKA shopping circle director; Francine, commentator for Gimbel's Dept. Store; Gladys Borne, WISR, Butler, Pa.; Evelyn Gardiner, KDKA home forum director; Marie Wilk, WWSW, program department; Patti Littel, program director of KDKA's FM station W75P. Top row: Elsie Lichtenstul, who has her own advertising agency; Virginia Wade, WCED, DuBois, Pa.; Mrs. Corey; Marjorie Thoma, KDKA continuity department. Harry Kodinsky, head of the Pittsburgh OWI office, was the luncheon speaker.

PLATONIC PLUGS 'DOWN UNDER'

Commercials for Rationed Goods in Australia May Direct Attention, But Not Sell

ADVERTISING of rationed goods in Australia has been curtailed by Government orders to mere announcements of items that are available, according to an article in *Foreign Commerce Weekly* for January 23, by Elinor F. Sylvester of the Department of Commerce.

Goods "can no longer be advertised as 'glamorous' or the 'value of the year', nor can rationed services be described as 'super-special'," the article states. All forms of advertising such goods and services are now under strict Government control, and copy must be of purely directive nature—a guide to goods in stock rather than an incentive to buy.

Items included in the rationing system at the time the Australian government moved to regulate advertising were: yarns, cloth (woven, felted, knitted, netted, crocheted) made from textile other than jute; wearing apparel; blankets; bed and table linens; towels; handkerchiefs; footwear; tea; sugar.

Advertising is permitted by radio scripts of a purely directive nature, and in periodicals and other media, with strict limitations on letter sizes and illustrations.

Copy may include the name and address of the firm; an established slogan; a statement that the goods are available; the price in cash and ration coupons; a description of the methods in which they can be used economically; and an account of the contributions the advertiser is making toward successful prosecution of the war.

"Extravagantly worded copy is forbidden," the article declares. "Such familiar adjectives as 'glamorous', 'exciting', and 'stimulating' and such appealing phrases as 'Blessed foot-bliss in superbly styled slippers' or 'definitely a must-have for your wardrobe' cannot be used."

References to 'latest fashions' or 'new spring styles'—irresistible to women shoppers—must be forgotten, according to Miss Sylvester, and since there can be no bargain sales of rationed goods, copy suggesting reduced prices or limited supplies is taboo.

Denied Sales Appeal

Radio copy is governed by the same restrictions as other media, denied all sales appeal. The only additional requirement is that radio commercials must be from prepared scripts with no 'ad libbing' and that scripts must be held for a month after the broadcast.

Even more stringent rules may be put in force soon, Miss Sylvester says, for the Australian Government has made repeated pleas for austerity and has sought to discourage luxury spending. Included in future rules may be one prohibiting reference to special holidays and celebrations.

I'm Hurrying Home to Listen to
KXOK
ST. LOUIS, MO.
630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

in the CONTROL ROOM

MERLE PETERSON, technician, formerly of KJBS, San Francisco, has joined the Navy as warrant officer.

DOUG CARD, engineer of CJAT, Trail, B. C., formerly with CFAC, Calgary, has been commissioned a Flying Officer in the Royal Canadian Air Force. John Hepburn, CJAT engineer has also joined the RCAF. He has been succeeded by Dick Kendall of Vancouver. Bob Grey, chief operator of CJOR, Vancouver, has joined the Royal Canadian Signal Corps.

FRANCIS A. FILLMORE, formerly of KMOX, St. Louis, has joined the staff of KWK, St. Louis, as transmitter engineer.

ED CLOWES, formerly with KPAS, Pasadena, Cal., has joined the engineering staff of KPRO, Riverside, Cal.

NELSON NICHOLS, former engineer of WCAE, Pittsburgh, has been commissioned ensign in the Naval Air Corps, stationed at Jacksonville, Fla.

WILLIAM WUNDERLICK, control room engineer of WFBL, Syracuse, entered the Army Jan. 19.

JACK SCHANTZ, engineering supervisor of WFIL, Philadelphia, has been commissioned a captain in the Army Signal Corps and assigned to Ft. Monmouth, N. J. Frank Kern of the engineering staff succeeds him.

RAY BAIRD, formerly of WCED, Du Bois, Pa., has joined the engineering staff of WJW, Akron.

CECIL MASON, of Williamstown, Mass., has joined the staff of WTRY, Troy, N. Y., as first fulltime woman control room engineer. Miss Mason has had previous radio experience.

Blue-OWI Series

EXPOUNDING the basic issues of the war and peace to come, a new radio series titled *Free World Theatre* will begin Feb. 14 on BLUE stations, Sunday, 6:05-6:30 p.m. (EWT), with West Coast transcribed repeat, 4:30-4:55 p.m. (PWT). Arch Oboler is to direct the series with scripts from members of Hollywood Writers Mobilization. OWI will cooperate in the series, launched at its suggestion.

VIDEO EXPERIENCE
Gained by College Students In Recent WRGB Series

TELEVISION program experience is given students of several northeastern colleges at WRGB, General Electric station at Schenectady. Plays, dance and musical recitals and demonstrations have been presented by groups from the colleges.

Mount Holyoke College girls recently gave a variety program; Russell Sage College staged a wartime fashion show and dramatic programs; Union College dramatized "An Ode to Liberty", a one-act play written by the college president, Dr. Dixon Ryan Fox, and featured its glee club; dramatic programs were also presented by Skidmore College, Northwestern U, Sienna College, College of St. Rose, N. Y. State Teachers College, Springfield College and Yale. Robert B. Stone, WRGB program manager, plans to continue the series.

PROFESSIONAL NOW is Betty Boyle, first woman to graduate from the NBC Hollywood sound effects class recently begun for feminine members of the staff. She assumed the post on Jan. 18 and is assigned to the weekly half-hour NBC *Eyes Aloft*, endorsed by the IV Fighter Command. Watching Betty "do her stuff" is John W. Swallow, western division program director; Harry Saz, sound effects chief, and Robert L. Redd, writer-producer of the program.

Canada's RMA on Air

CANADA'S RADIO manufacturers are starting a Sunday afternoon network program to tell Canadians why they are not able to obtain new radio receivers, to tell of the vital part radio is playing in war communication, and to give a look into future radio reception. The program, *Yesterday, Today and Tomorrow*, will tell the story of radio with a dramatic cast and a large orchestra, 5:30-6 p.m., on 32 stations of the CBC national network. Program starts Feb. 21, and was placed by MacLaren Adv. Co. Ltd., Toronto, for the Radio Manufacturers Assn. of Canada, Toronto.

N. Y. Ad Club Speakers

SPEAKERS and subjects for the Radio Production Clinic of the Advertising Club of New York, have been announced by Eugene S. Thomas, sales manager of WOR, New York, and director of the clinic, as follows: Feb. 4, "Programming", Julius Seebach, WOR vice-president in charge of programs; Feb. 8, Robert Simon, WOR director of continuity, "Words and Music"; Feb. 11, Roger Bower, WOR senior producer, "Production in the Studio". The three remaining sessions will be conducted by Frank Dahm, freelance writer; Robert Colwell, J. Walter Thompson Co., New York; Mrs. Harold Milligan, NAB.

Where Sales Multiply
W
E
Air Castle of the South
50,000 WATTS
CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE •

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Army Asks to Buy Used Equipment of Amateurs

NEED for 25 to 450-watt short-wave transmitters, receivers and other radio components was announced by the Army last week, with a request that radio amateurs sell such items to a special Signal Corps purchasing mission now on tour of major cities.

Especially needed for training and operation work, the Army said, are audio-frequency and radio-frequency signal generators and oscilloscopes, precision AC and DC voltmeters, ammeters, miliammeters and other testing equipment. The mission also will purchase motion picture cameras and photographic equipment.

Novy Praised

JOSEPH NOVY, assistant chief engineer of CBS, Chicago, was commended last week by the Army Signal Corps for organizing, setting up and putting into operation a radar school in the Sixth Service Command. Mr. Novy, who rejoined the network in Chicago two weeks ago, was granted a leave of absence last May to do the job. Praise came from Col. C. N. Sawyer, Commandant of Signal Schools in the Sixth Service Command.

NEW FIRM REPAIRS W-E REPRODUCERS

REPAIR of Western Electric 9-A Reproducers is a specialty offered stations by Broadcast Repair Service Co., 334 Arcade Bldg., St. Louis, new organization set up by engineers of KMOX to ease maintenance problems raised by Western Electric's war production activities.

L. W. Burrows, KMOX maintenance supervisor, and Gordon Sherman, station recording engineer, set up the firm after successfully repairing equipment at KMOX, and other midwestern stations.

Service offers several types of work, including a complete service and repair, rebuilding switch assemblies, meter repairs, cleaning and realigning coils. Delivery generally requires one week.

A. J. (Nick) Carter

A. J. (Nick) CARTER, founder and former director of Radio Manufacturer's Assn., and president of the Carter Motor Co., Chicago, died suddenly at his home Jan. 24. An RMA organizer and member of the first governing board, 1924-25, Mr. Carter was a pioneer in television, and among the promoters of the first television exhibitions in Chicago, 1928-29.

It's Better to Have

THE RIGHT INTRODUCTION

Cooperation—not sales resistance—is what you want in any market you sell. Let WMBD carry your message into the homes of rich Peoriarea—it's the right introduction.

WMBD influences Peoriarea because it is Peoriarea's own and only radio station. This rich market depends on WMBD for news, sports, entertainment.

WMBD
PEORIA · ILLINOIS
THE HEART OF ILLINOIS

Complete, DOMINANT Coverage

Robert S. Conlan & Associates have just completed a 36,955 call survey. Below are figures for AFTERNOON. For complete facts, call Free & Peters or write WMBD.

AFTERNOON LISTENERS IN *Peoriarea!*

FREE & PETERS, Inc.
Exclusive National Representatives

WMBD gives you complete coverage of PEORIAREA! New Conlan Surveys for morning and evening show similar dominance.

50.7% . WMBD
18.2% – Station "A"
8.4% – Station "B"
10.8% – Station "C"
3.9% – Station "D"
8.0% – All others

WMBD is a member of CBS

WHAT'S WHAT IN Boston

20.

WCOP is Boston's family station — when you're selling families, buy WCOP!

REPRESENTED BY HEADLEY-REED CO.

WCOP
BELONGS ON YOUR SCHEDULE

Mexico City

The Reforma is truly the hotel of the future, providing deluxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food. Low European Plan rates.

For reservation and information address: Atlantic Hotel Service, Essex House, New York City.

"Home of Ciro's—Mexico's Most Glamorous Night Club".

HOTEL
REFORMA
THE HOTEL OF TOMORROW

Increased Budget Approved for MBS

President McClintock Tells Officials of Expansion

A SUBSTANTIAL increase in the 1943 MBS budget was approved by the board of directors and the executive committee at the conclusion of a three-day meeting in Chicago last Friday. The budget increase will be used to carry out a definite plan of network expansion, outlined to the board of directors by Miller McClintock, new president of MBS.

Two stock transactions were reported. The General Tire and Rubber Co., owner of the Yankee network, purchased 7½ additional shares of MBS stock, bringing its total to 13½ shares. William O. O'Neil, president of General Tire, attended the meetings. WIP, Philadelphia, exercising its option, became a Mutual stockholder to the extent of six shares as of Jan. 1.

Effects on Mutual operation of the reduction of Long Lines costs by the AT&T were discussed. Economies will be immediately applied to improving operation and service, it was said, and the reductions will be studied for further advantages accruing to the network and to the stations.

Presiding over executive committee meetings Wednesday was W. E. MacFarlane, WGN, Chicago. Alfred J. McCosker of WOR New York, presided over the board meetings Thursday and Friday. Members of the executive committee who attended were: Messrs. McClintock, MacFarlane, McCosker, H. K. Carpenter, WHK-WCLE Cleveland, John Shepard 3d, Yankee network, and T. C. Streibert, WOR New York.

At the directors' meeting, in addition to the foregoing, were: E. M. Antrim, WGN; H. H. Barroll Jr.; H. W. Batchelder, WFBR Baltimore; J. E. Campeau, CKLW Detroit; Herman Fast, WKRC Cincinnati; Ben Gimbel, WIP Philadelphia; I. R. Lounsberry, WGR Buffalo; Fred Weber, MBS general manager, and Lewis Allen Weiss, Don Lee network.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

TALENT POOL in panel discussion of radio broadcasting featured Radio Day program of St. Louis Advertising Club Jan. 26. Representatives of St. Louis' seven commercial stations, with Arthur Casey, KMOX program director, as m.c., spoke on topics affecting the industry. Seated (l to r) are Nicholas Pagliara, WEW; George Burbach, KSL; Arthur Casey, KMOX; David Pasternak, WIL. Standing, Merle Jones, KMOX; Robert Convey, KWK; Michael Henry, WTMV; C. L. Thomas, KXOK.

Nets Are Quiet On Line Rates

NO widespread addition of stations to the nationwide networks will follow the reduction in line charges which the AT&T is putting into effect Feb. 1, in the opinion of station relations executives of the major networks who were queried last week by BROADCASTING. New rates will be $6 per airline mile, instead of $8, resulting in an annual saving of approximately $2,145,000 for the radio industry [BROADCASTING, Jan. 25].

Reduced line charges were viewed by MBS at its three-day board of directors meeting in Chicago last week as "a great opportunity for the network to improve its service." The board approved plans soon to be announced whereby economies effected through the reductions will be applied to improving the MBS operation and service. Whether the MBS station list will be expanded as result of the reduced line charges was not revealed.

Agreeing that the line charges may result in increased requests for network affiliation from stations with no present network connections, the station relations men pointed out that line charges are only one of a number of factors to be considered in adding outlets to the present network line-ups.

The national advertisers, from whom the networks derive their support, are usually interested only in the major markets of the country, which are already covered by the networks as well as possible with existing stations, they said, and the addition of more remote stations would increase the overall cost of the network without making it more saleable to advertisers.

Addition of stations may create as well as solve station relation problems, it was pointed out, as for example the addition of an outlet in a secondary market which is already covered by a high-powered affiliate station located in a nearby metropolis. Consensus was that the chief effects of the rate reduction for lines will be an improvement in network service to present stations, by putting "A" lines into territories now served by "C" lines and by decreasing "out-of-service" periods.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

PIERCE'S EXPANDS RADIO SCHEDULES

PIERCE'S PROPRIETARIES, Buffalo, is expanding a radio schedule started Oct. 5 [BROADCASTING, Oct. 5] on behalf of Favorite Prescription and Golden Medical Discovery. Pierce's started off last fall with six to 12 announcements weekly on 50 stations for each product.

Golden Medal Discovery has come in for the largest station increase, with 19 outlets already added or scheduled to be added shortly. To the list of stations airing announcements for Favorite Prescription has been added WLAC, Nashville, and three news programs weekly have replaced spot announcements on WLW, Cincinnati.

Thomas Thompson

THOMAS THOMPSON, 65, founder and president of WHBQ, Memphis, died last Friday afternoon at his suburban home from an illness with which he had suffered for eighteen months. He had been in semi-retirement for the last few years. WHBQ was the outgrowth of Mr. Thompson's hobby, and is the oldest station in Memphis operating under its original call letters. With the addition of Hoyt B. and S. D. Wooten as stockholders, the present corporation was formed in 1927. E. A. Alburty continues as manager of WHBQ.

Hedges Stresses Publicity Value

(Continued from page 14)

of sales, told the station men. Every month of the year showed an increase over the same month of 1941, he said, adding that this trend is continuing and that the first three months of NBC network business in 1943 will be at least 3% ahead of the same period of 1942.

A year ago, Mr. Witmer said, he had somewhat hesitantly predicted that business would not fall off below 1941. Since "85% of our network business came from four basic industries—food, drugs, soap and tobacco", he said he felt that "because the American people would eat as much, keep just as clean, smoke as many cigarettes and probably have even more aches and pains than ever before—which they certainly have — the chances were that customers like General Foods, American Tobacco, Procter & Gamble and Sterling Products would not give up their prime periods of time in which to use radios extraordinary force as a public service under war conditions, to say nothing of the added service they could render in cooperation with the war effort, so long as their own gross volume of business did not fall off."

Lauds Advertisers

For the same reasons, he continued, he could make the same prediction for 1943, that it ought to equal last year's total. "There is still no reason why the great quartet—soap, drugs, tobacco and food—shouldn't hold up with us just about as before," he said. Certainly there is no sign of any change in their picture now. Their gross income seems to be on the upswing, their place in post-war life is obvious and their desire to aid in the war effort and at the same time maintain their own prestige is even greater now than ever."

Calling attention to "what I think was the great phenomenon of 1942 and still is", Mr. Witmer declared: "It is the way in which so many advertisers have used their time and programs to *slow down* the sale of their products to the ordinary citizens—their listeners—and otherwise give the war effort right-of-way over their own advertising interests.

"It takes the finest kind of courage for an advertiser to reverse his whole field and ask his customers to buy his products sparingly. We should all salute these industrialists for their fine patriotism and faith in the appreciation and eventual renewed patronage that will come to them from their millions of friends in the radio audience after the war."

C. L. Menser, vice-president in charge of programs, said that NBC's "first imperative in programming is to serve the war effort and yet insure a program structure which will hold the listener." Summarizing statistically the network's war programming, he stated that the network sent out to its affiliated stations more than 740 hours of war effort programs, or two hours a day.

Of these, about one-third or 264 hours were sponsored, 476 hours were sustaining. There were 2,174 programs, 925 commercial, 835 sustaining series and 414 special one-time broadcasts. In addition, NBC put on almost 6,000 announcements for War Bonds, recruiting, etc.

"But," Mr. Menser stated, "these are only quantitative figures. If you multiply these figures on frequency, by the ratings of the audience to which these announcements came, you get something of the real picture of NBC's war effort."

Commenting on the recent criticism of daytime serials, Mr. Menser said that "without posing as a prophet, I stated nine months ago that if the writers of daytime serials got too far into the business of developing theses in place of stories, they might expect trouble. The only thing I can say now that it has happened is that we hope what has been accomplished by the propaganda themes has been more important to the war effort even to a smaller audience than the entertainment type of story might have been to additional listeners."

Declaring that the government includes many intelligent and experienced men who realize and appreciate the wartime job that the

UP THE AISLE with his bride goes Lt. E. P. H. James, Army Air Forces, on leave as director of promotion and publicity for the BLUE. The bride is the former Laura Wyatt-Brown, daughter of the Episcopal Bishop of Harrisburg, Pa., where Lt. James has been stationed for the past two months.

broadcasting industry is doing, Frank M. Russell, NBC Washington vice-president, reiterated the statement he made at the first War Clinic last spring that "Government is fully cognizant of the necessity of maintaining our radio audience and of seeing that the impact of war upon us does not cripple the industry or prevent its return to peaceful pursuits at the close of the war."

Dr. James Rowland Angell, NBC's public service counselor, was the featured speaker at the dinner on Thursday evening. Niles Trammell, NBC president, made the opening address Friday morning.

John F. Royal, vice-president in charge of international broadcasting, discussed "NBC in the International Picture", Charles B. Brown, director of advertising and promotion, spoke on promotional plans for 1943, John McKay, manager of the press department, reviewed the network's reactions, and Noran E. Kersta, manager of the television department, talked on "Post-War Television."

Attending the NBC clinic were:

Clifford M. Chafey, WEEV, WRAW; A. C. Baltimore, WBRE; Harold C. Burke, Ed Harvey, WBAL; Maf. E. M. Stoer, Hearst Radio; George Kelley, William H. Rines, WCSH; Clair R. McCullough, Mason Dixon Group; J. Gorman Walsh, WDEL; C. G. Moss, WKBO; Harold E. Miller, WORK; Walter O. Miller, WGAL; J. Robert Gulick, Mason Dixon Group; Roy Thompson, WFBG; D. F. Shurtleff; WFEA; Harold O. Thoms, WISE; Vernon Pribble, WTAM; H. C. Wilder, F. R. Ripley, R. S. Boyd, WSYR; B. B. Musselman, George Snyder, WSAN; Jess Swicegood, WKPT; Hugh Shott, Jr., WHIS; E. E. Hill, WTAG; F. C. Tully, WJAC; Harould Coulter, Leslie Joy, KYW; Frank Webb, Joe Bandino, D. A. Myer, Lee Wailes, Bill Jackson, Gordon Hawkins, Westinghouse; C. S. Young, WBZ; Paul S. Morency, L. J. (Pat) Patricelli, WTIC; Joseph M. Nassau, WMRF; Ed Twamley, WBEN; S. D. Gregory, WEAF; G. E. Jay, WRAK; W. I. Wilson, WOPI; B. J. Rowan, Kolin Hager, Alex MacDonald, WGY.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

THERE'S NOT ANOTHER LIKE IT!

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Two Facts

YOU CAN "TIE TO"

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.

And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIO *IS* THE DAYTON MARKET

5000 WATTS—BASIC CBS • *G. P. Hollingbery Co., Representatives*

Probers May Recall Petrillo

(Continued from page 14)

public might be represented through the public school system and the funds could be expended for employment of live musicians to perform in conjunction with the educational system of each state. This would provide employment for live musicians without unfair competition with present commercial musical interests. Moreover, it would provide "a great inspiration and stimulus for the young people of America and for the art of music".

Not an Unfair Burden

Breaking down the manner in which the royalty system would function and its applicability to the broadcasting industry, Mr. Rosenbaum said:

> Such a royalty would not impose an unfair burden on the juke-box industry. Mr. Bingham's (committee counsel) figures include an estimate that the net return to the average operator is $40 a week on $12,000 invested capital. He estimates the average operator runs 40 machines with an average gross of $12 or a total gross of $480 per week. On this figure a royalty of 4% would cost $19.20. Half of this could well be paid by the proprietors of the taverns or establishments where the juke-boxes are in operation, and the other half by the juke-box syndicate. On this basis, the juke-box operator would earn $30 net per week instead of $40 and, if his invested capital is $12,000, he would still earn approximately $1,500 per annum, or 12% on invested capital.
>
> On the other hand, this new source of revenue for the employment of live musicians should, and in fairness ought to, enable the union to reduce the burden now being voluntarily borne by the radio networks, the network-affiliated stations and many of the non-affiliated stations which gross over $20,000 per annum and employ live musicians.
>
> As there probably are not sufficient competent musicians to increase live employment by 3,000 on a fulltime basis, I contend that the radio stations which are now paying approximately 5½% of their gross for live musicians should under this plan be permitted, if they choose, to reduce their expenditure to 4% of their gross, in order to be on a uniform basis with the juke-box industry.
>
> The above factor of 4%, applicable to the entire juke-box and radio industries, is purely an estimate. It may be that a factor of 3% or 2% would provide sufficient revenue over the entire country to create employment for every competent musician available for employment. These figures can only be ascertained by an impartial national survey in which I am sure the juke-box and the radio industries and the union would be glad to cooperate.
>
> I am not unmindful of the fact that the motion picture industry contributes to the unemployment of live musicians to a far greater extent than the radio industry, and I contend that before this entire controversy is settled fairly and completely, the motion picture industry must contribute a fair proportion of the revenue necessary to provide adequate employment for live musicians. If this is done, the present burden on the radio industry could be even further reduced, possibly to a figure of 1% or 2% of our gross.
>
> It appears there are several hundred radio stations which employ no musicians, and precisely those stations are the ones most dependent upon records. It is a beautiful but illogical act of generosity if these stations get a free ride in this use of music at the expense of those stations that do pay for it. If the desired object is to provide an agreed volume of employment over the country, it is obvious that any contribution to an employment fund made by such stations will, to the same extent, enable the other stations to pay less.
>
> It has been said these smaller stations cannot afford it. It is also argued they must go out of business if they are denied the use of records. By this logic it could also be argued they should be provided free with electric power for their transmitters, or coal to heat their studios, or any other essential element of their business.
>
> Under the formula here proposed, a reasonable royalty for the use of the reproduced music, to be paid in to an employment fund if not expended for live musicians, is a fair and equitable charge and spreads the burden over all commercial users of music instead of lumping it on one class.
>
> Since 1938 the radio industry alone has been carrying the load. It is time part of it be shifted to other commercial users of music. Doing so will also enable all of us to rectify a just complaint of the musicians. They are entitled to fair protection against free exploitation by commercial users of records made for home use and which, when used for profit, destroy the further employment of the very men who made them. They happen to be well enough organized to discontinue performance for records if some such protection is not proposed.
>
> If we do not propose it, and further demands are imposed on the radio industry alone, we have only ourselves to blame.

WELCOME HOME BOB BURNS

HORSESHOE ANTICS mark return of Bob Burns to NBC after an absence of two years. He is featured as the Arkansas Traveler on the *Bob Burns Show* which shifted from CBS Jan. 7 after 18 months on that network. Sponsor is Lever Bros. Co. (Lifebuoy). Funsters (l to r) are John W. Swallow, Western division program director of NBC; Bob Burns; Don Clark, producer of Ruthrauff & Ryan Inc., Hollywood, agency for the account.

Court Studies Suit

(Continued from page 14)

whether it takes a few minutes or years."

In his argument, Mr. Padway pleaded that no issues were involved that had not been previously passed upon by the court and the added allegation in the new bill of complaint that "the union was conspiring to force independent radio stations off the air" could not be isolated or a decision granted solely on the basis of that allegation. Whereupon Judge Barnes remarked, "If I don't isolate that charge, some other reviewing court will."

"What kind of injunction would you grant", Mr. Padway rhetorically asked the court. "The fact that stations will have to go off the air is incidental. Our argument is with the transcriptions and record manufacturers. And suppose you do grant an injunction, the stations won't get relief, they won't get music and a major labor controversy will develop."

Mr. Padway maintained that stations had recognized musicians' unemployment problem when the industry agreed to hire more musicians in 1937. "This agreement," he said, "was in effect from 1937 until 1939 when Mr. Arnold announced that these contracts were in violation of the anti-trust laws and the states withdrew. Mr. Arnold attempts to proscribe the activities of trade associations and unions according to his own economic concepts."

Mr. Padway referred to possible negotiations between AFM and the broadcasters. "The only way to solve the problem", he concluded, "was for the broadcasters and the union to sit around the conference table. There are a number of possible solutions that can be considered such as increase in band personnel, or an amendment to the copyright laws restricting the use of recordings. The burden for settlement has shifted to the broadcasting industry. The union has made a forceful and specific demand before the Senate Investigating Committee."

Mr. Arnold in his pleading drew a parallel between the American Medical Assn. case and the current anti-trust litigation against the AFM. "There is no distinction," he contended, "between the AMA decision and this case. Both involve the destruction of competing businesses. The doctors attempted to destroy Group Health, a cooperative for medical care, by forcing physicians from accepting employment in the Group Health organization, while the union is seeking to destroy independent radio stations."

Judge Barnes said he would hand down a written decision on the case after weighing the arguments and the briefs. The Feb. 8 date set by Judge Barnes two weeks ago for hearing the case on its merits has been postponed until the decision on the motion to dismiss is handed down. The case dismissed Oct. 12 by Judge Barnes is on appeal to the Supreme Court. However, both Mr. Arnold and Mr. Padway indicated last Monday that regardless of how Judge Barnes ruled on the new suit, both cases would be consolidated and appealed to the higher tribunal.

Vano on CBS Coast

CHEMICALS Inc., Oakland, Cal. (Vano household cleaner), has started a weekly show *Close-ups of the Fghting Fronts*, Sundays at 9:15 p.m. on five CBS Pacific network stations, KQW San Jose; KNX Hollywood; KARM Fresno; KROY Sacramento; KGDM Stockton. Sidney Garfinkel Adv. Agency, San Francisco, handles the account.

WSBA
Lock Haven
Berwick
Wilkes-Barre
Bloomsburg
Hazleton
Sunbury
Shamokin
Easton
Allentown
Bethlehem
Pennsylvania
Altoona
Harrisburg
Lebanon
Reading
Lancaster
York
Chambersburg
Gettysburg
Hanover
Hagerstown
N.J.
W. Va.
Maryland
Baltimore
Del.
Virginia
D.C.
Washington

MARY NELL KLING
Home Economist

Thousands of women buyers in the rich Pennsylvania and Northern Maryland markets are reached by WSBA's full coverage of . . .

THE MAP THAT MAIL BUILT!

The Time to Buy in Central Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK · PENNSYLVANIA

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

"WHBF gives you ONE FOURTH of the entire city of Chicago . . . in radio homes"
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

SITTING PRETTY are plans for *Where Do We Stand*, Sunday half-hour news program to be sponsored on BLUE by the Pittsburgh candy manufacturers, D. C. Clark Co., starting Feb. 28 [BROADCASTING, Jan. 18] are (seated, 1 to r): David Clark and Charles Clark, vice-presidents of the firm, and Fred M. Thrower, BLUE vice-president in charge of sales. Standing are John Donohue, BLUE Detroit sales staff, and C. P. (Pete) Jaeger, manager of BLUE commercial program dept. BLUE commentators John Gunther and John Vandercook will be featured in the series. Agency handling the Clark account is Walker & Downing, Pittsburgh.

FCC Ripper Bill

(Continued from page 11)

in applications for licenses, form of licenses and conditional licenses. The appellate provisions likewise would be liberalized and broadened to insure appeals in all warranted cases.

Subcommittee Probable

Covered in the measure, as was the case in the Sanders Bill, are a series of requirements that the FCC shall study and report to Congress by Jan. 1, 1944 recommendations on a number of policy matters. These cover the Commission's power to regulate contractual relations between stations and networks (aimed at the network-monopoly regulations); whether networks should be licensed; whether Congress should redefine and fix the qualifications of the licensee of any station which is intended to communicate with the public (geared toward the newspaper ownership issue); whether and upon what terms Congress should limit the number of services which may be conducted by a network and the number of stations which may be licensed to a network; that the Commission report to Congress not later than July 1, 1943 standards and principles adopted by it to effectuate the mandate contained in the act requiring the Commission to make and maintain "a fair, efficient and equitable distribution of radio facilities among the several states and communities", together with its recommendations for further legislation on this; and, finally, that the Commission shall report by July 1 steps taken and policies adopted by it to effectuate the purposes of that section of the Communications Act having application to the "larger and more effective use of radio by stations which are intended to and do communicate with the public".

Rep. Holmes left town promptly after reintroduction of the bill and could not be reached for any statement as to his intention. At the committee, it was stated that a subcommittee probably would be named by Chairman Lea to study and make recommendations on legislative action.

Last week, formal organization of the Interstate & Foreign Commerce Committee was completed, though there was some talk of impending changes. If Congress decides to create any standing committees to handle aviation matters, it was thought several present members of the committee would elect to serve on the new committee, affected with the war interest. As approved by the House last week, Democratic members of the House Interstate & Foreign Commerce Committee are: Wolverton, N. J.; Holmes, Mass.; Reece, Tenn.; Halleck, Ind.; Hinshaw, Cal.; Brown, Ohio; Howell, Ill.; Tibbott, Pa.; Hall, N. Y.; Winter, Kan.; O'Hara, Minn.

Republican members are: Lea, Cal., chairman; Crosser, Ohio; Bulwinkle, N. C.; Chapman, Ky.; Boren, Okla.; Kennedy, N. Y.; O'Toole, N. Y.; Beckworth, Tex.; D'Alesandro, Md.; Myers, Pa.; Priest, Tenn.; Harris, Ark.; Sadowski, Mich.; Harless, Ariz.

More Gen. Baking

GENERAL BAKING Co., New York, in addition to intensified spot campaign on eastern and southern stations [BROADCASTING, Jan. 25], is using in the midwest area 40 announcements weekly on WCLE, Cleveland, and 18 one-minute and chainbreak announcements weekly on WHBC, Canton, O., WXYZ, Detroit KOIL, Omaha, WDAS, Kansas City, and KVOO, Tulsa. Agency is Mitchell-Faust Adv. Co., Chicago.

Radio Promotes Film

RADIO PROMOTION will continue to be used locally in cities where the new RKO picture "Hitler's Children" opens, following the record breaking attendance at the picture's premiere this month in Cincinnati [BROADCASTING, Jan. 25]. Advance spot announcements, as well as a half-hour preview broadcast, were used for the premiere on WLW, Cincinnati, and plans call for further promotion through 16 one-minute dramatic transcriptions prepared by WOR recording studios, under the supervision of S. Barnet McCormick, Director of Advertising and Publicity of RKO. Recordings feature motion picture and radio talent enacting parts from the picture. RKO is placing the spots in advance of the pictures opening in St. Louis and New Orleans Feb. 4, and will continue the policy during the month.

5 Shows in Tie

FIVE PROGRAMS share first place in the January National daytime report on the top 10 weekday programs by C. E. Hooper Inc., which reports not more than 0.5% separating the shows. The leaders are *Big Sister*, *Young Widder Brown*, *Aunt Jenny*, *Portia Faces Life* and *The Romance of Helen Trent*. Others following in order are *Stella Dallas*, *When a Girl Marries*, *Kate Smith Speaks*, *Our Gal Sunday* and *Ma Perkins*. Heading the list of weekend daytime programs, not included in the aforementioned list, is *William L. Shirer and the News*, followed by the *Prudential Family Hour*.

IT'S A W BIG JOB

The MAGIC CIRCLE
And this job takes priority over All —with WBIG!
A Columbia Broadcasting System Affiliate.
GREENSBORO N.C.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

another reason

Los Angeles retailers—the boys who check every advertising dollar at the cash register—used more time on KECA in 1942 than on any other Los Angeles network station. . . That's ANOTHER REASON proving KECA is really the Bargain Buy.

KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JANUARY 23 TO JANUARY 29 INCLUSIVE

Decisions . . .

JANUARY 26

KTRB, Modesto, Cal.—Granted modification license move main studio locally.

KFAB, Lincoln, Neb.—Granted extension of special service authorization to operate synchronously with WBBM, Chicago, sunset Lincoln to 12 midnight CST, period ending Feb. 1, 1944.

WBBM, Chicago—Same.

KTHS, Hot Springs, Ark.—Granted extension of special service authorization to operate unlimited time simultaneously with WBAL, Baltimore, power of 1 kw night, 10 kw. local sunset, for period ending April 1, 1944.

WOWO, Ft. Wayne, Ind.—Granted extension of special service authorization for 60 days to operate unlimited time.

WINS, New York—Granted special service authorization to operate unlimited time with 1 kw., DA-night.

WFTM, Fort Myers, Fla.—Denied permission to change call letters.

Renewal of licenses—KBTM, KFDA, KFIO KFJB KGFJ KSUN.

KINY, Juneau, Alaska—Renewal of license for period ending [illegible] 1944.

Granted temporary renewals—KBST, KCMC KCRJ KFMB KGFZ KGFW KGGF KGKL KHBC KHPG KIEM KPLT KRPA KRBC KVGB KWKH KXL WPBZ WPNX WBRW WCAZ WCBT WFDC WFCI WFTC WGES WHOM WING WIBW WLOF WNBZ WOCB WSYB WTEL WTRC KAST KRLH.

JANUARY 26

W3XE, Philadelphia—Granted CP to move from Philadelphia to Wyndmoor, Pa., renewal of license to operate on 66,000-72,000 kc (channel 3), 10 kw. visual 11 kw. aural; emission A5, special for FM (aural).

Metropolitan Television Inc., New York—Granted modification of CP to reduce power to 50 w (peak) visual and 50 w. aural, emission A3 and A5, special for FM (aural); complete construction Mar. 13, 1943.

WCBW, New York—Granted conditional license to operate with reduced FSR of 1000, on condition that construction be completed [illegible] and engineering personnel are available.

Granted temporary renewals of license—W2XBT W2XPU W2XCE W2XI W2XVT W2XVW W3XP W3XPR W6XAO W6XDU W9GFR [illegible]

WRGB, Schenectady—Granted renewal of commercial station for period ending Feb. 1, 1944.

W9XBT, Chicago—Temporary extension of license [illegible] station to March 1, 1943, pending decision on renewal application.

WNBT, New York—Temporary extension of license to March 1, 1943, for commercial station, pending decision on application for renewal.

W9XUI, Iowa City, Ia.—Temporary extension of [illegible] to March 1, 1943, for experimental station, pending receipt of and action on application for renewal.

WRUL, Boston—Temporary extension of license for international station to March 1, 1943, pending decision on application for renewal.

JANUARY 27

W55NY, New York—Granted motion for continuance of hearing from Jan. [illegible] to Feb. 26, in re application for modification of CP for FM station.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga.—Granted motion for continuance of [illegible] 4, in re application CP for new broadcast station.

WSAV, Savannah, Ga.—Granted motion for dismissal without prejudice application for CP to [illegible] on 1370 kc., 1 kw. DA-night, unlimited.

JANUARY 28

WALB, Albany, Ga.—Denied petition for leave to continue further hearing from Feb. 1 to March 15 on applications for renewal of license, CP and voluntary assignment of license.

KXEL, Waterloo, Ia.—Granted license to cover CP, new station, move studio, etc.

WMAZ, Macon Ga.—Granted license to cover CP, change frequency, increase power, DA for D-N, etc.

Applications . . .

JANUARY 23

NEW, Baylor University, Corpus Christi, Tex.—CP for new broadcast station on 1010 kc. with 50 kw. unlimited, directional antenna for day and night.

KSL—Modification of CP for further changes in equipment and extension of commencement and completion dates.

JANUARY 26

WINS, New York—Special service authorization to operate on 1,000 kc., 1 kw. power, unlimited time, DA day-night, near Kingsland, N. J., for period ending April 1, 1944.

WOOD, Grand Rapids, Mich.—Modification of license to change hours of operation from shares time with WASH to unlimited: requests facilities of WASH (1300 kc).

KTBC, Austin, Tex.—Transfer of control from A. W. Walker Jr., R. B. Anderson and R. A. Stuart, licensee corporation, to Claudia T. Johnson (250 shares). (1150 kc.).

KGGF, Coffeyville, Kan.—CP to install new transmitter (690 kc.).

JANUARY 27

WNAC, Boston, Mass—License to use formerly licensed composite main transmitter of WAAB as auxiliary transmitter with 1 kw., on 1260 kc.

KTBS, Shreveport, La.—CP to move main and auxiliary transmitters.

W75NY, New York—Granted license for CP in part and approval studio location for new FM station.

W71NY, New York—Granted modification of CP for extension of completion date; waiver Section 3.261, 90 days.

W5XAU, Oklahoma City—FM license temporarily extended, pending decision on application for renewal to March 1, 1943.

W9XLA, Denver—Same as W5XAU.

Tentative Calendar . . .

WALB, Albany, Ga.—Renew license for 1 kw. on 1590 kc. unlimited; voluntary assignment of same; CP for 1 kw. on [illegible] kc. unlimited (Feb. 3).

KVOE, Santa Ana, Cal.—CP for 1 kw., 1480 kc., unlimited (Feb. 3).

WGRC, New Albany, Ind.—CP for 1 kw N, 5 kw. D, on 790 kc. (Feb. 3).

Stork Race

WINNER by less than five hours was John Bradford, production man of WFMJ, Youngstown, in a race toward fatherhood with station engineer Seymour Raymond. Mr. Bradford's little bundle arrived at 10:10 a.m., while baby Raymond entered the world at 3 p.m. the same day.

Ameche Leaves

EXERCISING the four-week cancellation clause in his contract, Don Ameche, m.c. of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands Inc. (coffee, tea), withdraws from that program following broadcast of Feb. 21. According to George Frank, Ameche's agent, the Hollywood radio actor will take a two-month rest from radio work. He contemplates a return to the air with his own program, it was said.

A RECENT issue of BROADCASTING mentioned a publication of the Office of Civilian Defense, "What Can I Do", distributed by WTAG, Worcester, in a special station campaign. From New Zealand Ian K. Mackay, station director of 4ZB, Dunedin, C. I., wrote David H. Harris, WTAG program-production manager, requesting copies of the handbook for use in that war area.

Nets Technical Chiefs Ask Gas for Engineers

MEETING of engineering chiefs of the four major networks, and OPA gas rationing officials was held in Washington Jan. 29, with radio representatives appealing for extra rations for engineers setting up temporary remote locations. Request had already been denied at an OPA committee session Jan. 26, but through efforts of NAB, the matter will be reconsidered on the basis of last Friday's hearing.

Represnting broadcasters in the office of Richardson C. Harrison, chairman of the OPA eligibility committee were: Russell Place, NAB counsel; George McElrath, NBC operating engineer; George Milne, BLUE chief engineer; Burton Harkins, in charge of traffic and engineering operations of WOR for MBS; Clyde Hunt, chief engineer WJSV, for CBS; Ken Berkeley, Washington BLUE manager. Samples of equipment, photos and memoranda on mileage requirements were presented.

Schenley Wine to Add New Program on BLUE

SCHENLEY IMPORT Corp., New York, which already sponsors the Wednesday evening *Cresta Blanca Carnival* on Mutual, will start a second network show Mar. 1 when it presents *Alec Templeton Time* on 84 BLUE stations as a thrice-weekly five-minute feature. Following the BLUE's Gracie Fields program on Mondays, Wednesdays and Fridays, the show will be heard 10:30-10:35 p.m. in the interests of Dubonnet wine. The blind pianist, noted for his imitations and musical satires, was last heard on his own half-hour program under sponsorship of Miles Labs., Elkhart, Ind., which discontinued the series on NBC in April, 1941. Schenley agency is William Weintraub & Co., New York.

New RCA Subsidiary

SEPARATE subsidiary of the RCA Victor Co. to handle all technical service activities has been announced by the parent firm. New organization, RCA Service Co. Inc., is headed by Edward C. Cahill, manager of RCA Victor's sound equipment activities, who will continue in both capacities. Vice-president and general manager of the new company is W. L. Jones, former manager of RCA Victor's Service and Installation Division. The Service organization is incorporated entirely in the new company, with no changes in personnel.

Pepsodent Special

PEPSODENT Co., Chicago, will enter the New York Jewish Market for the first time Feb. 1, with a five-weekly quarter-hour serial, *From Lublin to New York* on WEVD, New York. Contract was placed by Foote, Cone & Belding, Chicago ,through Joseph Jacobs Jewish Market Organization, which has just been named Pepsodent's counsel in the Jewish field.

WILLIAM J. THOMAS, manager of radio publicity division of the Bureau of Industrial Service Inc., a subsidiary of Young & Rubicam Inc., has been appointed vice-president of BIS.

Network Accoun
All time Eastern Wartime unless indic

New Business

BALLARD & BALLARD, Louisv (flour), on Feb. 2 starts *Renfro Va* *Folks* on 18 CBS stations, Tues., thru Fr 8:15-8:30 a.m. Agency: Henri, Hurst McDonal, Chicago.

GREAT ATLANTIC & PACIFIC TE Co., New York (chain retail grocers), Feb. 17 starts *Food News Talks* on CBS stations, Wed. and Fri., 11-11: a.m. Agency: Paris & Peart, N. Y.

RADIO MFRS. of Canada, Toronto (rad tubes, receivers), on Feb. 21 starts *Yeste* *day, Today & Tomorrow* on 32 Canadi stations, Sun. 5:30-6 p.m. Agency: Mc Laren Adv. Co., Toronto.

BETTER PROPRIETARIES, Toron (Bromo-Seltzer, Noxzema), on Feb. 1 star *Lionel Parent Chanse* on CKAC, Montre CHRC, Quebec, Mon. thru Fri. 7:45-8 p. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Corp., Bo ton, on Feb. 5 sponsors Fritzie Zivic-Be Jack bout on 211 MBS stations, 10 p. and on Feb. 26 sponsors Gus Lesnevic Melio Bettina on 211 MBS stations, 10 p. Agency: Maxon Inc., New York.

Renewal Accounts

B. T. BABBITT Co., New York (Bab-O Lycons), on Jan. 18 renewed for 52 wee *David Harum* on 52 NBC stations, Mo thru Fri., 11:45 a.m.-12 noon. Agency Duane Jones Co., N. Y.

AUSTIN STUDIOS, Los Angeles (por trait photographer) on Feb. 13 renew for 26 weeks *Hero of the Week* on 7 PLU California stations (KECA KGO KFS KTMS KERN KTKC KWG), Sat., 6:5 p.m. (PWT). Agency: Glasser-Gailey Co., Los Angeles.

CARTER PRODUCTS, New York (Arrid on Feb. 28 renews for 52 weeks *Jim* *Fidler From Hollywood* on 70 BLUE s tions, Sun., 9:30-9:45 p.m. Agency: Sma & Seiffer, N. Y.

Network Changes

CHESEBROUGH MFG. Co., New Yo (Vaseline products), on Jan. 27 shift *Dr. Christian* on 114 CBS stations, We 8:30-8:55 p.m., (EWT), with West Coa repeat 8:30-8:55 p.m. (PWT), from Holly wood to New York for five weeks. Agency McCann-Erickson, N. Y.

Jeff Wade to OWI

JEFF WADE, assistant to his fa ther, Walter A. Wade, executiv vice-president of the Wade Adv Agency, Chicago, has been ap pointed to a position in the foreig service branch of the OWI. M Wade expects to leave shortly an will be stationed in New York City Formerly on the continuity staff WLS, Chicago, he has also assiste in production of NBC *Alec Tem* *pleton Time*, BLUE *Quiz Kids* an the WLS *Murphy Jamboree*.

Fishback Leaves WOL

JAMES FISHBACK, for the la four years commercial manager WOL, Washington, has resign effective March 1. He has not a nounced his future plans. Prior joining WOL five years ago as salesman, Mr. Fishback was for s years on the advertising staff the *New York Sun*.

Baker Executive V-P

WILLIAM R. BAKER Jr., vic president of Benton & Bowles, Ne York, was elected executive vic president of the agency last we at a meeting of the board of d rectors. With B & B since 1933, vice-president since 1935 with a tive charge of the General Foo account, Mr. Baker was former with BBDO, New York.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WHO—DES MOINES, IOWA needs men experienced in radio, 28 years or older, married with at least two children, two or more years college education, preferably from Midd'e West. **SALES PROMOTION MANAGER**, write to Hale Bondurant. **TRAFFIC MANAGER**, write to Hale Bondurant. **ANNOUNCER**, write to Harold Fair. **NEWS RE-WRITE** man, write to Jack Shelley.

Announcer—Wanted by 5000 watt CBS station in Midwest. Please state marital and draft status. Also send picture and disk. A steady job for a steady man. Write Box 266, BROADCASTING.

Permanent Position—For draft-exempt licensed operator. State experience and references. Radio Station WGRC, Louisville, Kentucky.

Experienced Salesman — New England Basic Network Station, leader in volume. Major market, city of 200,000. State draft status and salary requirements in first letter. Box 264, BROADCASTING.

Engineers—Transmitter and control. For Fort Lauderdale and Miami studios. Wire WFTL, Fort Lauderdale, Florida.

Announcers—For Fort Lauderdale and Miami studios. New 10,000 watt power. 710 kilocycles. Rush voice disc. Full details and salary required. WFTL, Fort Lauderdale, Florida.

THE ANNOUNCER WE WANT—Is about 25 years of age, or older; preferably married. He has a few years' experience, but has not yet found the right station with opportunities for advancement. He is perhaps a college graduate, but above all is a man of ability and good character. He is probably located at some local station in a small market. We have a job for this man at a fine station in a south central state. If you are the man—write full details and salary expected. Box 258, BROADCASTING.

Two Combinations — Announcer-operator and salesman-announcer. New York State, real opportunity right man. Write fully, Box 269, BROADCASTING.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

IN CALIFORNIA — Operator-announcer wanted. Union station. Send transcription. KFRE, Fresno, California.

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 271, BROADCASTING.

TWO ANNOUNCERS—Must be good on news and ad lib. Give details of experience, including draft and marital status, when available, and salary desired. KBIZ, Ottumwa, Iowa.

Situation Wanted

BROADCASTER—Merchandising minded, to utilize services of qualified Sales Promotion-Merchandising man, presently producing results for major network affiliate. Aged 28, family. Available immediately for eastern connection—preferably New York, New England. Write Box 268, BROADCASTING.

Technician and Operator—One year radio engineering experience, U.H.F. experience, commercial license, and draft deferred. Desires to join forces of a progressive station or concern. Please include location, salary, living conditions, and other pertinent data with reply. Box 267, BROADCASTING.

Auditor—Available. $75.00 weekly salary requirement. Box 265, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Newscaster—Reliable, not a flash in the pan. 9 years staff work including programming. Congenial family. Box 262, BROADCASTING.

Station or Commercial Manager Available—Experienced regional and local operations, employed, draft exempt, excellent record. Southern station only. Good references. Box 259, BROADCASTING.

AGENCIES—Big Three graduate, 24 years old, desires connection with New York ad agency. Four months editorial experience on leading daily . . . one year experience regional station in selling, copy writing and servicing accounts. Honorable discharge from army. Box 257, BROADCASTING.

STATION MANAGER—Seeks larger station connection as manager or commercial manager. Outstanding record will bear closest scrutiny. Five years management present station has made a volume increase unequaled by most. Present connection excellent but does not permit further income growth personally. Ambitious, aggressive, can build volume, audience. Good agency contacts. Box 256, BROADCASTING.

ENGINEER—Capable young man, draft deferred, with chief engineer and transmitter installation experience, desires steady position with good living conditions, preferably in New England. Immediately available. State salary. Box 252, BROADCASTING.

Salesman—Four years' network experience. Excellent references, draft exempt. Box 254, BROADCASTING.

PLAY BY PLAY SPORTS ANNOUNCER All sports. Nine years' experience. Available for 1943 baseball season. Box 253, BROADCASTING.

Announcer—University graduate, NBC Announcing School graduate. 4F. NBC network experience. Salary plus commercials desired. Box 261, BROADCASTING.

Experienced Program Director — News, sports, writing dramatics. Draft exempt. Box 270, BROADCASTING.

Wanted—A chance to do a real job in a managerial capacity—preferably in the South. Now employed by leading clear channel station. Experienced in all phases Thirty-one, family, best of references. Box 263, BROADCASTING

Attractive Alert Young Woman—Commentator, sales, dramatics, program arranging, and commercial writer. Due to husband and five brothers in Service, must locate near Los Angeles or Seattle to be near sick mother. Attended Northwestern University, worked on various Chicago stations. Willing to learn board operation. Available after March 1. Box 260, BROADCASTING.

Wanted by Experienced Broadcasting Executive—Position as manager or sales manager with progressive station. Box 255, BROADCASTING.

ANNOUNCER-WRITER — 4F, 20. Announcing, control board experience. Three years college writing, production. Box 273, BROADCASTING.

TWO YEARS CHIEF ENGINEER—Now employed, draft exempt. Desires change. Box 274, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO. Ogden, Utah.

Boyle on Coast

A. S. BOYLE Co., Los Angeles (Harmony vitamins, Old English products), on Feb. 1 starts a twice weekly quarter-hour news commentary featuring Fleetwood Lawton on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ), Tuesday, Wednesday, 8:15-8:30 p.m. (PWT). Contract is for 13 weeks. Firm also sponsors five-weekly participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Monday through Friday, 9:30-10 a.m. and in addition currently utilizes daily spot announcements on KNX, Hollywood, and KOMO, Seattle. Agency is J. Walter Thompson Co., Los Angeles.

You Know His Work!

PROGRAM CREATOR AND PRODUCER

Ask what top agency executives, network and station heads, radio editors write about this man's work. Just over draft age. Just right for an important agency, network or station post. Box 272, BROADCASTING.

Omar Test

OMAR MILLS, Omaha, is testing a new product, Ranch House Pancake Flour, with a transcribed quarter-hour musical program featuring Curley Bradley, vocalist, and the Harmoneers thrice weekly on WOW, Fort Wayne and WMBD, Peoria. Agency is MacFarland, Aveyard & Co., Chicago.

WANTED

Emcee ANNOUNCER

Capable of writing and handling variety shows and other station productions by

Leading Network Affiliate in Midwest City.

Address
Mr. Plez S. Clark
Business Supervisor
Radio Station KFH
Wichita, Kansas

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

Collins Behind Baylor U Application; Would Use 50 kw. XEAW Transmitter

CONTINUING his unrelenting quest for a high-powered station on a desirable frequency, Carr Collins, head of the Crazy Water Crystals Co., Mineral Wells, Tex., and operator of XEAW, Reynosa, Mexico, last week was disclosed as being behind the application of Baylor U, Corpus Christi, for a new 50,000-watt station to operate on 1010 kc. channel. Existing equipment of XEAW, now being used at Reynosa on 1570 kc., would be moved to the college site.

The application seeks assignment on 1010 kc. with fulltime and a directional antenna for day and night use. The transmitter would be located northeast of Gregory, Tex. KLRA, Little Rock, now is assigned to this frequency, a Canadian 1-A channel with Cuba having a secondary outlet on it. KLRA is now completing program tests for 10,000 watts day and 5,000 watts night on the frequency.

The application states that Mr. Collins, who has worked feverishly for the last year to acquire a desirable frequency, has agreed to move XEAW to Baylor and would pay all expenses. Mr. Collins would present the facilities as a "gift" to the University, but would have a contract to manage and operate the station for 25 years. He would buy the land and would pay the University $25,000 per year rental.

Last fall, pursuant to protests by this Government the Mexican Government ordered the XEAW transmitter, with claimed power of 100,000 watts, to cease operating on 1010 kc. It went back to its regular assignment of 1570 kc. but subsequently was authorized temporarily to operate on 1050 kc., a Mexican 1-A channel. This frequency, however, since has been reassigned to XEG, at Monterrey, where it is being used with 50,000 watts by a Mexican corporation but with James A. Savage, of San Antonio, as the directing head.

In the new application, filed by Thomas B. Love, Mr. Collins' attorney, who was assistant secretary of the Treasury during World War I, states the proposed new station would be the only one serving the entire Texas, Louisiana and Gulf Coast with its primary signal. Moreover, it was said the station would not accept advertising of intoxicants, including beer.

It was contended that removal of the facilities of XEAW would be in conformance with the Havana Treaty and that no vital materials would be involved.

In view of KLRA's assignment on the frequency, plus the freeze applicable to wartime operations, it was thought unlikely that any action would be taken by the FCC without the formality of a hearing.

Dillon to Army

ROBERT DILLON, commercial manager of KSO-KRNT, Des Moines, left last week for military service and will be stationed temporarily at Camp Dodge, Des Moines. Prior to his appointment as commercial manager, replacing Craig Lawrence, acting station manager, he was on the sales staff of the stations several years. He had previously been with the advertising department of the *Register and Tribune*.

Mr. Dillon

Dellar Leaves KSFO; Jansen New Manager

LINCOLN DELLAR, for several years general manager of KSFO, San Francisco, and KWID, shortwave station owned by Associated Broadcasters Inc., has joined the Overseas Branch of the Office of War Information's Pacific Coast section as radio division chief.

Mr. Dellar

Mr. Jansen

Edward J. Jansen, general manager and part owner of KTBI, Tacoma, has been appointed his successor, effective Feb. 14.

Mr. Jansen has been in radio since 1929 in sales and managerial capacities, most of that time with KVI, Tacoma. He also was sales director of KGU, Honolulu.

Before his affiliation with the Associated stations, Mr. Dellar was general manager of WBT, Charlotte, N. C. He also has been station relations manager for CBS. R. W. Dumm, assistant manager of KSFO and KWID, leaves soon for a commission in the Navy.

WNRC Studios

"I'D LIKE to see your studios if I may", said Dick Edmondson, staff engineer of WELI, New Haven, who happened to be passing a building containing the sign "WNRC" while on a recent visit to New York City. "Studios?" queried the receptionist. "Yes," said Dick, "Isn't this WNRC?" "Yes," said the puzzled lady, "this is the Women's National Republican Club."

WINS Gets Authority For Fulltime With 1 kw.

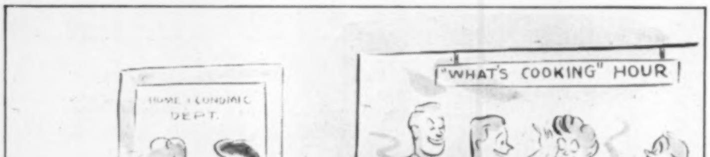
PENDING installation of a new transmitter, WINS, New York was granted special service authorization by the FCC last Tuesday to operate fulltime with 1,000 watts on 1,000 kc., using directional antenna at night. Since June 19, 1934, WINS has been limited to sunset, Chicago, because WCFL is also on the 1,000 kc. channel.

In an unprecedented decision last October, the FCC had approved concurrent construction permits for WINS to operate with 5,000 and 10,000 watts on 1,000 kc. At the same time the Commission extended a construction permit previously granted for a 50,000 watt transmitter, after WINS had turned over the equipment to the Government for "urgent war service". [BROADCASTING, Oct. 12].

WINS announced that its official program schedule for nighttime operations would go into effect Feb. 1 although it has been operating till 12 midnight since Jan. 27.

Gravymaster Spots

DRYDEN & PALMER, Long Island City, N. Y., which started participations on two eastern stations last fall for Gravymaster, is now using WGY WABC WTAM and WJZ, and in addition is participating in *Marjorie Mills Hour* on the New England Regional Network. Samuel C. Croot Co., New York, is agency.



Drawn for BROADCASTING by Sid Hix

"She Was a Wall Flower Until We Got Coffee Rationing!"

LeGATE TO WIOD; MOOD[illegible] PROMOTE

PROMOTION of James LeGate, manager of WHIO, Dayton, to similar post at WIOD, Miami, an elevation of Robert H. Moody, commercial manager of the Dayton station, to its helm, were announced last week.

Mr. LeGate

J. Leonard Reinsch, director of the Cox stations, which include WSB, Atlanta, in addition to WIOD and WHIO, announced the promotions following other personnel changes last month. Mr. LeGate, formerly promotion director of the *Miami Daily News*, returns to his home as head of the NBC outlet after a two-year absence. Mr. Moody started on WHIO in 1935 as a local salesman and in 1940 became head of regional and national sales.

Mr. Moody

Simultaneously, promotion of Lester Spencer, program director of WHIO, to assistant manager in charge of programs and production, also was announced. Mr. Spencer also joined the station in 1935 as an announcer and became program director two years later.

JOHN ESAU NAMED MANAGER OF KTUL

APPOINTMENT of John Esau, general sales and promotion manager of KTUL, Tulsa, as general manager, succeeding William C. Gillespie, who died last month following an accident in his home, was announced last week by J. T. Griffin, president of the station and of KOMA, Oklahoma City.

Mr. Esau

Mr. Esau, who came up from the ranks, was chief assistant to Mr. Gillespie. He had served in 1935 with the station. In 1937 and 1938 he managed WBBZ, Ponca City, and KASA, Elk City, Okla.

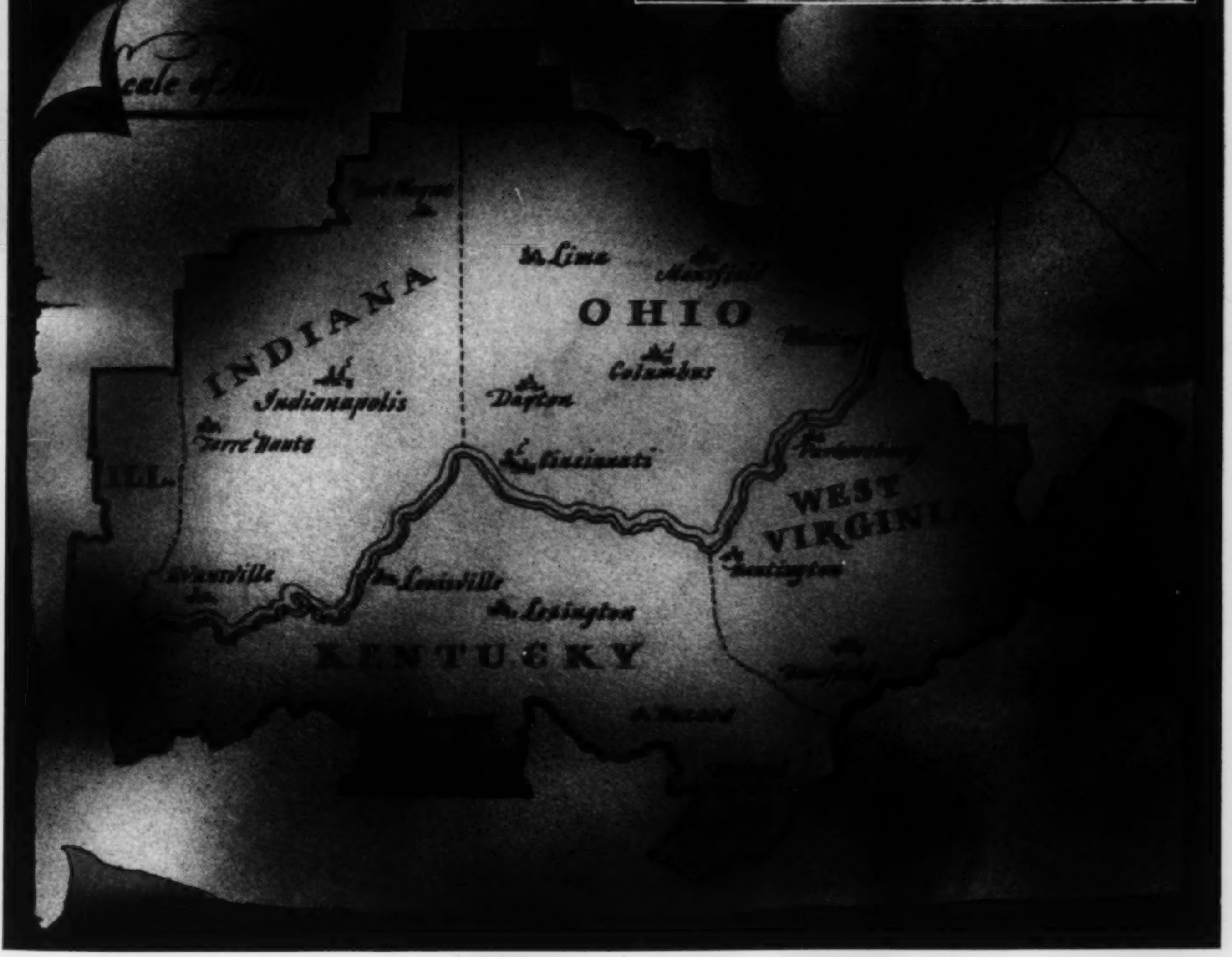
Mr. Esau immediately announced promotion of R. P. (Bud) Akin, veteran member of the KTUL sales staff, to general sales manager. Eddie McKean was named program director and Jack Hoffman public relations manager.

Well-known in radio and advertising circles, Mr. Esau is active in the Chamber of Commerce and local business groups. He is a lieutenant in the Civilian Air Patrol.

CHML, Hamilton, Ont., effective immediately, announces exclusive representation in Montreal and Winnipeg by Stovin & Wright Ltd. In Toronto Metropolitan Broadcasting Service Ltd., continues to be exclusive representative.

NIGHTTIME MERCHANDISE-ABLE AREA*

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.


Scale of Miles
Fort Wayne
Lima
Mansfield
INDIANA
OHIO
Wheeling
Columbus
Indianapolis
Dayton
Terre Haute
Cincinnati
ILL.
Parkersburg
WEST VIRGINIA
Huntington
Evansville
Louisville
Lexington
KENTUCKY

Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7%† of the audience in 25 major cities of the area.

†*Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.*

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION